

ONLY 11 MORE
DAYS TO MAKE
DECEMBER OUR
GREATEST
MONTH!

Start Selling January Tickets!

Publix Opinion

The Official Voice of Publix

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DAYS TO MAKE
DECEMBER OUR
GREATEST
MONTH!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of December 20th, 1929

No. 15

NEW CONTACT-COURSE AT HOME OFFICE FOR DISTRICT MANAGERS

COIN-PRODUCT TO RETAIN PROFIT PEAK IN JANUARY

The customary box-office slump that follows the holidays, and usually finds the first week of January a loser, will find stiff opposition this year from Publix showmen.

Mr. Katz spotted the week of January 3 as a danger-signal, and immediately his tip was followed up by Messrs. Dembow, Chatkin, Saal and Botsford. Mr. Chatkin ordered continuation of the December Drive effort, so that its momentum will carry on thru to January 10. Mr. Botsford released the ticket-selling aids necessary, and William A. Saal came forward with eight sure-fire money-getting features for bookers to select from.

Here are the attractions available for January. Choose now and tell your district booker:

1. "THE LOVE PARADE."

This stupendous \$2 all talking, singing and laughing sensation, with Maurice Chevalier, Jeanette MacDonald, Lillian Roth, Lupino Lane and other stars, broke records at the Criterion, New York in its third week. When one considers that this house harbored "Wings" for two years, "The Covered Wagon" and similar hits, one can get a

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PUBLIX TO PUSH PARAMOUNT SHORTS

"We in the home office believe that the lion's share of the short subject business rightfully belongs to Paramount," declared Mr. Sam Katz at the recent Paramount convention in New York City, "and our theatres will certainly take their part of the load."

President Katz reassured those assembled at the convention that the men of Publix were staunchly Paramount too.

"They are going to carry on identically with the same viewpoint all of the company's problems that you have carried on for so many years."

He announced that plans are being made to absorb all the shorts which the company finds it good business to make.

"Mr. Lasky has been most magnanimous to us in the matter of short subjects. He has said to us: 'You in the Theatre Department decide what kind of short subjects you want, the names of these shorts, and you can even name some of the people to make them. We will do our best then, to furnish you with a product which will be satisfactory from your angle.'"

"We, of Publix, can ask no more. We are now going ahead with our plans for developing this new trust of ours."

What is regarded as a most important and far reaching step towards closer organizational understanding, is announced today by David J. Chatkin, General Director of Theatre Management, in disclosing plans for immediate instruction-courses for District Managers.

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of the important material contained in this issue, properly classified, will be found on page 12.



PUBLIX SPURRED TO FINAL EFFORT ON XMAS DRIVE

Publix zeal and spirit, both organizationally and individually, and its firm determination to push the December Profit Drive to a successful finish were clearly illustrated in the flood of telegrams and letters received by Mr. Katz, in response to his wire urging everyone to all possible effort in putting the last two weeks of the drive over with a smash.

PUBLIX - PARAMOUNT RADIO HOUR IS 'BEST ON AIR'

A survey by the Publix-Paramount Advertising, Publicity and Promotion departments, of the Paramount-Publix Radio Hour indicates a degree of popularity and public appreciation that has hitherto been unsuspected.

Charles E. McCarthy, General Director of Public Relations for Paramount and Publix, sent a questionnaire to every Paramount and Publix exchange and theatre executive. From these he received glowing reports. Then he sent his questionnaire to owners of radio stations. Here he received a re-

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DON'T STOP, BOYS! The last mile is always the hardest and you're on that now. This is the last lap, so PUT EVERYTHING YOU HAVE INTO IT! Go back over the last four issues of Pub-

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Shortly after January 1, Mr. Chatkin will bring all District Managers who can arrange for satisfactory "understudies," into the Home Office, for an intensive three or four weeks' tour of all departments.

TAX PROVIDED IN NEW PASS POLICY

Announcement of the adoption by Publix of a new policy in the matter of issuing "passes" is made today by David J. Chatkin, general director of theatre management, following a meeting with all division directors and interested Home Office executives. The new policy is founded upon "that fine line of managerial discretion and judgment" that enters into every other policy, and it has additional definite regulation that has been lacking heretofore. The policy is effective as of January 1.

It does not effect circuit passes, except that these must be presented only by the person to whom issued. Presentation of same by anyone else is to be the subject of a warning letter to the offender, issued by proper Home Office officials, for the first offense. Dis-

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PRIZE-WINNERS IN DECEMBER DRIVE

We are publishing today the list of those Publix showmen who were awarded PUBLIX OPINION prizes, for submitting the most outstandingly useful suggestions offered in behalf of the DECEMBER DRIVE.

The award committee, which passed on several hundred letters submitted, arrived at their decisions that these winners are entitled to the awards, on the basis of each having presented their ideas in sufficient time to be available to the whole circuit. Home Office and New York winners were given prizes for having contributed originally to the general drive structure, which contained innumerable practical ideas, both original and timely-revival hunches.

The following is the list:

1. MADELINE WOODS, Publix-Great States (Wahl Desk Set)
2. ARTHUR SCHMIDT, Publix-Detroit (Gold Knife & Chain)
3. D. A. LIPTON, Publix-Detroit (Golf sticks and Bag)
4. HARRY McWILLIAMS,

(Continued on page Three)

When they complete the course, they will be as thoroughly familiar with every Publix and Paramount home office department as they are with their own theatres. They will then know the requirements of each department, and the reasons for each requirement.

They will thoroughly know the entire New York personnel, and how to quickly get needed contacts and helps. Likewise they will tell Home Office departments of the problems of their districts. They will then return to their home districts, to disseminate their information to each theatre manager.

Thus it is expected that with complete first-hand understanding in every district, of all problems and personalities, quicker and more effective solution to problems will be reached, and a firm ground work will have been laid for frequent and easy application of circuit-brainpower to whatever operation seems to need help.

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TRAILERS MUST BE PREVIEWED

Failure of theatre managers to preview their trailers far enough in advance has resulted in certain theatres running trailers that were so bad that they actually discouraged desire to see the attraction "advertised" as coming.

The "Taming Of The Shrew" advance trailer is a very bad one, and is discarded by all of our theatres. Orders from Mr. Chatkin are that all trailers be previewed as far in advance as possible, so that if necessary, a substitute may be arranged.

'PASS' WORDS

The editor of VARIE-TY, from his many years of intense analysis and observation of show business, prints some comment on the "pass situation" which is worth while repeating for the benefit of everyone in Publix. Here are some of Sime Silverman's observations:

"It is unlikely if a better check can be put on the pass thing than the local managers judgment and discretion."

"It is an axiom of show business that a deadhead is deadly."

PARAMOUNT SET FOR WIDE FILM ADVANTAGES

So rapidly has Paramount gone ahead on wide film projection that within sixty days, fifteen wide film projection machines will be placed in key cities, London, New York, Paris, Chicago, and Los Angeles.

Reassurance for the theatre operator who will not be able to install the apparatus is found in the following statement from Jesse Lasky.

"Our scientists, realizing that many theatres would not be able to play wide films, have developed a reproducing photographic process so that when we eventually make original negatives for the wide screen, that same negative can be instantly reduced so we can send out prints of normal size. When you realize that our equipment for the booth has an adjustable projector head so that wide film and standard film can be interchanged instantly, you can see that there is no problem as far as that angle is concerned."

Within the past year the Research Department under Mr. Del Riccio and Dr. Laporte has been improving the apparatus until today the point has been reached where work can be instituted. It is planned to make shorts and features in large size and reduce the negatives at the same time for standard projection.

CONTACT-COURSE FOR DISTRICT MANAGERS

(Continued from page 1)

"District managers are the most important cogs in the Publix machine," declares Mr. Chatkin. "They are the powerful liaison-officers who are expected to keep things moving in the right direction. They therefore must be equipped with all possible information, knowledge and help, from every source."

"We will not bring all District Managers into the Home Office at the same time," said Mr. Chatkin. "We will only take those men who first have protected the company in their districts by providing capable 'understudies' for the four weeks. We expect to have about six district managers in the Home Office, every month. This plan will also bring forward a number of capable 'understudies,' who will get the same opportunity later on."

PRAIRIE SCHOONER

"The Virginian" was exploited to good advantage in Haverhill, Mass., when Manager E. Brodie, Paramount Theatre, used an old wagon dressed like a prairie schooner as a ballyhoo. The canvas top carried the message and the theatre playdate. The vehicle was drawn by two horses and driven by a man in Western costume.

TAX PROVIDED IN NEW PASS POLICY

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continuance of the privilege will follow the second offense.

The rest of the policy on 'passes' concerns only "trip" passes good for a single performance. These must all be dated for the day to be used, and marked matinee or night. The new trip-passes will contain new wording and regulation-instructions, and will be of two kinds. One kind, printed on yellow paper, will be issued only on payment of a 10 cent assessment tax; the other will be tax-free. The "assessment" passes will be the ones issued to those people who participate in window-exploitation, etc. Newspaper passes will be tax free. Here is Mr. Chatkin's statement:

"We have samples of passes from one division where a 10 cent service charge is made on one pass and the other pass is without the service charge. They are of two different colors. The yellow pass is subject to the 10 cent service charge; while the white is exempt of same. Neither is good on Saturdays, Sundays or Holidays."

"The white pass, which does not have the service charge, is issued at the discretion of the manager. The yellow one, which is subject to a 10 cent charge, is issued primarily for exploitation aids—that embraces 1-3-6-24 sheet stands—window displays and all things pertaining to exploitation."

"We would like to put this into effect as of the first of the year in all theatres in all divisions. I realize it is quite a task, but am sure if everybody gets busy right now it can be done. Great results have been had from our experiments, and we haven't offended anybody. Of course that brings us to one of the most important phases of the whole thing. There is no question but that we can put this across—the charging of a 10 cent service charge to some and absolutely free to others—but where this fine line is to be drawn is the most important question."

"It is a delicate matter and one that the manager will have to be thoroughly instructed about by the district manager, not only by letter but by personal contact and meeting so as to thoroughly define exactly where the 10 cent charge passes are to be issued and in what cases the other passes are to be issued."

"One mistake in this connection can get us into more 'hot water' than your income from the passes for a whole year would amount to."

"Every manager must be made to realize the tremendous responsibility placed on him in the issuing of trip passes commencing January 1st. Up to this time it was just a question of issuing them. Starting January 1st the issuing of a pass will have to receive consideration. The pass that is issued by the manager without the 10 cent service charge must be only to a person or persons where a direct benefit or obligation exists, such as, and I am only enumerating a few—city officials, newspapers, and so forth. Passes issued for purposes other than those just mentioned should be

subject to the 10 cent service charge." Where admission is 25 cents or less no tax will be charged.

"The question as to what reason the manager would offer to those people receiving the 10 cent service charge pass was decided by ordering that no explanation need be given... it is simply a new Publix Policy."

"The form of procedure for the accounting of the 10 cent service-charge passes at the box-office will be sent out by the Home Office accounting department."

"In addition to the above, complete instructions will have to go out to every district manager from the division director explaining in full this plan. The part to be emphasized particularly in these instructions is that diplomacy and tact be exercised in the proper selection of who is to pay and who is not to pay this 10 cent service charge."

"Every Divisional Director is to take immediate steps to put this plan into action."

"Free passes will be honored by doormen as they are doing now—that is—not exchanging same for a ticket at the box-office."

"If you have any other thoughts on the pass situation let them come forward immediately so they can be incorporated in the general instructions going out."

TEXAS CHANGES

Floyd Smith, formerly manager of the Publix Tivoli, Chattanooga, Tenn., has replaced V. Lowery as manager of the Publix Melba, in Dallas. Lowery will continue his managerial duties at the Publix Queen in Austin, succeeding F. J. Patterson.

ARE YOU DOING THE SAME THING?

This two page spread, paid for by local merchants, just shouts 'Shop and Send Early.' Note the predominance of theatre program. George E. Sargent, manager of the Publix Haines in Waterville, Me., is responsible for this TICKET SELLING effort. Are any other showmen using these repeatable stunts?

PAGE SIX WATERVILLE (MAINE) MORNING SENTINEL, SATURDAY, DECEMBER 7, 1929.

--WATERVILLE PUBLIX--MERCHANTS WEEK-- DECEMBER 9th to 14th

The Gift Selections Are Now
Ready in These Great
Stores

As an extra inducement to bring you downtown early and often, we have prevailed upon the Publix Theatres of this city to present exceptionally powerful entertainment in December!

You'll get choice seats at the Matinees with admission prices cheaper than they are in the evening. You'll have plenty of time to shop and send, if you'll plan to attend these big shows.

You only spend two hours in the theatre, and have ample leisure to shop.

Refresh yourself before and after shopping! Attend the Haines!

HAINES THEATRE--WATERVILLE MERCHANTS

SHOP and SEND

BEFORE DECEMBER 15!

You Get the FIRST CHOICE and the BEST GIFTS--And Make a HAPPIER HOLIDAY for EVERYONE

We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

W. B. ARNOLD CO.

C. C. M. SKATES

The Finest Canada Produce
Our Sixth Year With This Famous Skate

\$4.85 to \$14.00

Sleds, Skis, Snow Shoes, Hockey Goods

You Are Welcome to Use Our Free Parkings Space

We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

A Most Merry Christmas to Everybody

To Make It More Merry We Have Made a Special Offer to Buy Merchandise for Your Every Requirement

Compacts Always Acceptable

A Few Suggestions For Ladies
A Few Suggestions For Men

THE PROFESSIONAL VARIETY SHOP

We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

The H. R. Dunham Co.

Two Stores—Waterville and Fairfield

QUALITY CLOTHING

It's a source of satisfaction to sell fine clothing for Men and Boys and for months this store has been preparing to bring to you the greatest assortment of both Domestic and Foreign wear to be found anywhere in the state—Quality all the way through—

CHRISTMAS SUGGESTIONS For Father

CHRISTMAS SUGGESTIONS For Son

SUITS AND OVERCOATS

Special Sale for Xmas \$10 and \$25.00 garments

\$39.50

MAIN STORE

SUITS AND OVERCOATS

Special Sale for Xmas \$10 and \$25.00 garments

\$14.50

BOYS SHOPPE

THE ANNEX

SUITS AND OVERCOATS \$19.50

We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

On Wednesday Dec. 11, 9 a. m.

A Dollar Sale

of Dresses, Skirts, Hats

A special lot of 35 ladies' Wool and Jersey Dresses—made to sell from \$5.00 to \$10.98. 50 Wool Plaid Skirts, formerly sold \$3.98 to \$5.00, and 100 New Fall Hats, formerly sold from \$2.00 to \$3.00.

Also 200 Dresses at \$3.98 and \$4.75 at greatly reduced prices—See further announcements in tomorrow's Sentinel.

For Choice, Yet Inexpensive Gifts

VISIT OUR 3rd FLOOR

GIFT SHOP

IT WAS NEVER MORE INVITING

Will you choose a gift a bit out of the ordinary?

A gift of distinction from some far away land!

A gift of quality and beauty and yet not too expensive? Such you will find in our third floor gift shop.

FROM JAPAN

FROM AMERICA

FROM GERMANY AND CZECHOSLOVAKIA

Good Christmas gifts. These in many and varied designs.

-WATERVILLE PUBLIX-MERCHANTS WEEK-

We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

Fort Western Brand

THE COMPLETE LINE OF QUALITY FOOD PRODUCTS

To Insure the Finest in Quality and the Most Delicious in Taste Specify Fort Western Brand When Ordering From Your Grocer.

CANNED FRUITS CANNED VEGETABLES SEA FOODS

FLOURS BAKED BEANS PRESERVES

PRODUCTS IN GLASS SOLIDS MAYONNAISE COFFEE

Fort Western Brand

Fort Western Brand

Fort Western Brand

Fort Western Brand

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We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

SOPER'S

Christmas Gift Suggestions

GIFT HOSE

Wonderful sheer Clifton Hose in all the latest Christmas shades and colors—

V-Hoel Pain Hoel

GIFT GLOVES

Fashion dictates that lady's hands be warm as well as gracefully clad this winter. Become gloves of the best quality imported capeskin, have a cashmere lining and a fur cuff of lovely Beaverette, which can be worn as a turn down cuff or a standing band.

GIFT UMBRELLAS

Umbrellas are appearing in many new and delightful colors and styles in striped silk and novelty handles.

GIFT BAGS

Smart new hand bags especially for Christmas—back straps, top handle pouches, envelope styles in the popular grained leathers. Colors—Red Green, Tan, Grey, Navy, Brown, Black. A complete line of Taperstry Bags.

BRILLIANT SCARFS

Colors to flatter the wearer, to brighten coats or sport outfits—Brilliant modernistic designs.

SILK UNDERWEAR

Beautiful Silk Underwear especially selected for Gift purposes—

Gown Pajama Sets Dance Suits

Materials of Satin, Crepe de Chine and Georgette Crepe.

Soper's Specialty Shop

We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

FURNITURE GIFTS

With Christmas there is inseparably associated the idea of home comforts and relaxation by day, sleeping hours and quiet recreation. What then is more inspiring with the spirit of Christmas than gifts that make the home more comfortable, cheerful and beautiful? Below we offer some happy suggestions.

REDINGTON & CO.

Silver St. Shop Early Send Early Waterville, Me.

We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

A Gift of Jewelry

Diamonds, Watches or Silverware are Gifts that Are Never Forgotten

Why not come in and select one of them now?—We have a wonderful selection of—

DIAMONDS RANGING FROM \$15.00 to \$50.00

LADIES WRIST WATCHES FROM \$25.00 to \$75.00

GENTS POCKET WATCHES FROM \$20.00 to \$75.00

All watches are of standard makes such as Waltham, Elgin, Illinois, Waltham, Bulova, Warrick, Westfield, etc.—Everyone is fully guaranteed—Do not delay—Do it now—Hundreds of other gifts on hand for your convenience.

E. L. RUSSAKOFF

181 MAIN STREET

We Are Cooperating With The Publix Haines Theatre in the Promotion of Publix-Merchants Week

PUBLIC PICTURES ARE WONDERFUL

BUT EVEN BETTER than Motion Pictures are those of your family, your friends and the scenes and places visited—

A Kodak

MAKES A WONDERFUL GIFT

You can find just the one you want here in any size and for any purpose

A SLENDID GIFT FOR THE HOME IS AN ORIENTAL RUG

There is nothing that adds more to the home than a beautiful rug. It gives a finished and artistic touch to the interior. It is a gift that is never forgotten. It is a gift that is never out of fashion. It is a gift that is never out of place. It is a gift that is never out of style. It is a gift that is never out of season. It is a gift that is never out of the home. It is a gift that is never out of the heart. It is a gift that is never out of the mind. It is a gift that is never out of the soul. It is a gift that is never out of the life. It is a gift that is never out of the love. It is a gift that is never out of the faith. It is a gift that is never out of the hope. It is a gift that is never out of the charity. It is a gift that is never out of the peace. It is a gift that is never out of the joy. It is a gift that is never out of the happiness. It is a gift that is never out of the contentment. It is a gift that is never out of the satisfaction. 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It is a gift that is never out of the perfection. It is a gift that is never out of the excellence. It is a gift that is never out of the greatness. It is a gift that is never out of the glory. It is a gift that is never out of the honor. It is a gift that is never out of the respect. It is a gift that is never out of the admiration. It is a gift that is never out of the esteem. It is a gift that is never out of the reverence. It is a gift that is never out of the awe. It is a gift that is never out of the wonder. It is a gift that is never out of the amazement. It is a gift that is never out of the astonishment. It is a gift that is never out of the surprise. It is a gift that is never out of the excitement. It is a gift that is never out of the thrill. It is a gift that is never out of the joy. It is a gift that is never out of the happiness. It is a gift that is never out of the contentment. It is a gift that is never out of the satisfaction. It is a gift that is never out of the fulfillment. It is a gift that is never out of the completion. It is a gift that is never out of the perfection. It is a gift that is never out of the excellence. It

PUBLIX SPURRED TO EFFORT ON XMAS DRIVE

(Continued from page 1)

lix Opinion and see if there is a pre-Christmas stunt that you haven't tried yet. Forge new ones out of the heat of intense daily sales-effort. SELL 'EM, BOYS, SELL 'EM! You have the merchandise—SELL IT! Just one more, final push and another bugaboo of showbusiness will go down in defeat under Publix' determination never to take a licking.

Here are a few more stunts that you may yet put into operation:

Majestic-Queen Abilene, Texas

Mgr. Milton Overman promoted "WELCOME SANTA" celebration, a civic affair organized by him with the cooperation of local merchants selling the "Shop Early" idea. Tied up on hidden name gag with classified section of newspaper. Daily two passes per day given away through announcement over radio. Free Package Wrapping booth in Majestic Theatre—all merchants in town distributing slips with every parcel calling attention to this wrapping station. Local "TOYTOWN FOLLIES" on stage of silent house. Children's Party, sponsored by local newspaper. "Shop and Mail Early" trailer on screen.

Ellenay and Wigwam El Paso, Texas

Mgr. John Paxton is working on "Shop Early" newspaper section. Will have parcel checking and wrapping booth in both theatres. Working on special holiday theatre program with cooperation of merchants. "Shop and Mail Early" trailer on screen.

Joie and New Fort Smith, Arkansas

Mgr. Ollie Brownlee plans special toy and fruit matinees, with cooperation of newspaper. Coffee and wafers are being served on Mezzanine floor to Xmas shoppers. Special midnight show to open "Shop and Mail Early" campaign. Special Post Office and sub-station parcel checking booth in lobby. Cashiers 'phoning patrons and advising them of this service, and of excellent program. Shopping adviser from leading department store offering suggestions for Xmas gifts to patrons.

Rialto Theatre Chickasha, Okla.

Mgr. Fred Hoenscheidt, has opened a package wrapping and parcel checking booth in lobby, with special postal sub-station. Placarding the entire town, using flagpole standards as above for cards, calling attention to "Shop and Mail Early" campaign and rest headquarters at the theatre. Special toy and fruit matinees for gift-bearing children and special matinee for the poor children, at which time these articles will be distributed. Cashiers 'phoning patrons calling attention to special service and attractions.

Waco and Orpheum Waco, Texas

Mgr. J. P. Harrison is having coffee and wafers served on mezzanine for shoppers. Smaller theatres, Rex and Palace, giving away Xmas turkey one night each week until Xmas. Large downtown win-

GLAD TO GET 'EM

"The merchants in town seemed to be glad to get these window cards on Harold Lloyd in 'Welcome Danger,'" writes H. T. Lashley, manager of the Publix Palace Theatre in Raleigh, N. C. "We didn't have a bit of trouble getting the best locations and the merchants thanked us for co-operating with them in the 'shop early' movement."

SHOP EARLY

AND YOU WILL NOT

WELCOME DANGER

SEE AND HEAR

HAROLD LLOYD

—IN—

"WELCOME DANGER"

PALACE MONDAY

ALL WEEK BEGINNING

11 X 14
inches
all red ink

dow with largest turkey obtainable surrounded by special display of theatre attractions. Turkey will be given to person guessing nearest the weight of the feathers of turkey displayed in window. Orpheum Theatre giving away \$85 radio, gift of local merchant. Special toy collecting matinees in cooperation with the Boy Scouts, Girl Reserves, Red Cross and civic clubs, also sponsored by newspaper.

Criterion Theatre Enid, Oklahoma

Mgr. Adna M. Avery is arranging post office sub-station in foyer—also arranging for wrapping and checking parcels. Special toy and fruit kid matinees. Cards in all stores calling attention to Post Office and wrapping station in theatre. Coffee and tea service on Mezzanine for benefit of Xmas shoppers. "Shop and Mail Early" trailer on screen.

Majestic and Strand Wichita Falls, Texas

Mgr. Howard Federer, installed a Post Office sub-station in theatre. All Post Office trucks will carry "Shop Early" and Post Office sub-station banners on sides. Free coffee served on mezzanine for shoppers. Also special parcel checking booth in lobby.

"VIRGINIAN" OPENS

"THE VIRGINIAN," will have its New York premiere at the Rialto Theatre to-night at 6.30. The performance will be open to the public at popular prices with special seats reserved for critics. Four shows will be given to-night.

among those booked for Publix theatres during the month of January:

1. "SALLY." The famous musical comedy with Marilyn Miller in the title role. One of the big "Bringing Broadway to Main Street" pictures. Joe E. Brown in the supporting cast. Ear tickling music, gorgeous color, beautiful girls—a typical \$7.70 show at popular prices in YOUR theatre. A First-National picture.

2. "NO, NO, NANETTE." Another musical shocker with six song successes, 350 dancers, technicolor and an all star cast including Alexander Gray, Bernice Claire, Louise Fazenda, Lucien Littlefield, Zasu Pitts, Bert Roach and others. It stormed Broadway when it played here and will do the same in your town. A First National picture.

3. "GENERAL CRACK." The picture you've been waiting for! John Barrymore in an all talking Vitaphone picture that has drawn out all the superlatives in the vocabularies of New York critics. A smash success on Broadway at \$2. Sell the star, his marvelous romantic voice and the appealing story. A box office push-over if ever there was one!

4. "HIT THE DECK." Jack Oakie—Nuf Ced! This popular motion picture star is a riot in the famous Broadway musical show whose tunes are played, sung and whistled around three continents. An R.K.O. technicolor picture with Polly Walker that out-Rio Ritass "Rio Rita."

5. "ROAD SHOW." You know what Bessie Love and Charles King did in "Broadway Melody?" Well, here they are again supported by such stars as Gwen Lee, Jack

Benny and a horde of others too numerous to mention. A picture chock full of the sort of entertainment that sends people out of a theatre shouting its praises from the rooftops. An M.G.M. coin-loosener.

PRIZE-WINNERS IN DECEMBER DRIVE

(Continued from Page One)

Toledo-Paramount (Wrist Watch).

5. HERBERT ELISBURG, L. & T.-Publix, (Schaefer Pen and Pencil)

6. ROBERT KELLEY, Palace, Dallas, (Desk Lamp and Pens)

7. WM. PINE, Oriental Theatre, Chicago (Thermos outfit)

8. JACK MEREDITH, Saenger-Publix, New Orleans (Studs, Links and Chain)

9. LEO PILLOT, New York City, N. Y. (Watch)

10. LOU GOLDBERG, Brooklyn, Paramount (Kitbag)

11. GEORGE MARTIN, Home Office, N. Y. (Wristwatch)

12. WM. HALE, Home Office, N. Y. (Typewriter)

13. LLOYD LEWIS, McVickers Theatres, Chicago (Smoking set)

14. N. E. WILLIAMS, New York City, N. Y. (Gladstone bag)

15. WALLACE ALLEN, Jacksonville, Fla. (Brief case)

16. LIONEL WASSON, World Theatre, Omaha, Neb. (Clarke lighter)

JANUARY PROFIT PEAK WILL BE RETAINED

(Continued from Page One)

good idea of the audience appeal of this picture. A Lubitsch production. Sell it on the fact that it is the musical hit of New York. "Variety" says it is the No. 1 \$2 talker in demand at the ticket agencies. YOU PLAY IT AT POPULAR PRICES! Also stress stars, music, story and laughs.

2. "THE KIBITZER." Nearly rolled the laugh-proof, hard boiled Home Office executives in the aisles. Does Harry Green panic 'em! SELL HIM IN THIS PICTURE. He made an instant hit in "Close Harmony," repeated it and built up a following in "Man I Love" and "Why Bring That Up?" and now climaxes it by his great work in "Kibitzer" which makes his former roles insignificant in comparison. Comedy of the most hilarious, side-aching kind and pathos, both admirably handled by this new "money-man" of the talking screen. Neil Hamilton and Mary Brian furnish the romantic appeal.

3. "SEVEN DAYS LEAVE." Sir James Barrie's famous play "The Old Lady Shows Her Medals" formerly called "Medals," converted into a gripping cinema story that will be the talk of your town. Gary Cooper and Beryl Mercer in an unusual story which will stir the emotions of your audience unlike anything that has ever appeared on the screen. The popularity of Cooper should be stressed in selling this picture. (See page 5 cols. 4 and 5 for additional sales tips.) Not a war story, although the war is used as a background.

In addition to these Paramount pictures, every one of them a sure box-office bull's-eye, the following pictures from other companies are

COIN COME - ON

This photograph is an appropriate cut-out display, drawn by Charles Harris, house artist, and placed in the lobby of the Publix Paramount, Toledo, to SELL TICKETS. Is your lobby effectively advertising your New Years show?



THE CITY
THE CENTRAL
BOTH PUBLIX THEATRES
REQUEST THAT YOU
HELP YOUR MAILMAN
BOTH IN BIDEFORD AND SAGO

SHOP
AND
MAIL
EARLY

TRADE IN BIDEFORD AND SAGO

POST OFFICE CLOSED
SUNDAY, DEC. 23rd

NO MAIL
DELIVERY
XMAS DAY

1932

Your Cashier Has a Word to Say!

Last week, the members had their 307 being a woman I am not going to say, I could easily claim to know the kind of entertainment that appeals to you also, just why I am advertising this card to you.

I want you to know about the Super-attraction that starts here next week. **MONDAY, DECEMBER 20th** and next **WEDNESDAY, DECEMBER 22nd**, it's **FLORENZ ZIEGFELD'S "GLORIFYING THE AMERICAN GIRL"**. What a picture — it's a first national color.

Just think! Our own State of Maine boy, **RUDY VALLEE** is one of the featured stars, with his famous orchestra offering popular music hits. Then there's **MARY KATON**, the adorable Ziegfeld star, **KIRBY GAY**, the lovely star of **SHOW BUSINESS** — and the brilliant star, **ARLENE GEORGE**, famous and lovely comedian, making it the spectacle of the week-end to the wise. Avoid the slight crowds and popular disappoint by attending Matinees. And I'll be here to serve you!

Your Cashier,
Joan Morgan
CENTRAL THEATRE
Bideford, Maine

501

READ THESE USEFUL ECONOMY TIPS!

PHONE & WIRE BILLS CUT THIS WAY

An effective means of economizing on telephone and telegram costs which, if adhered to, would mean the saving of many thousands of dollars to the entire Publix Circuit, has been submitted to Vice President Sam Dembow, Jr., Chairman of the COST CONTROL COMMITTEE, by Comptroller Fred L. Metzler.

Mr. Metzler called attention to the fact that, although economizing on words in telegrams, or tele-

grams themselves, might appear a comparatively trivial matter, yet, when one multiplies this small amount by the number of theatres in the circuit and then multiplies this by 365 days a year, the figures begin to swell to tremendous proportions.

"With over 1,200 operations spread over the United States," declared Mr. Metzler, "just one unnecessary telegram from or to each point means a loss equivalent to 2400 theatre admissions!"

"The telephone and telegram are convenient methods to transmit messages quickly. However, don't sacrifice dollars for convenience; get value received!"

"Don't telephone when a telegram will do. Carry on your business at the least possible cost."

"Don't telegraph when an air mail letter will do. Give thought to the element of time and you'll find the less expensive method will do."

"Don't air mail letters when special delivery or regular mail will do. Think before you instruct your secretary. Get her thinking too."

"Read carefully the types and comparative cost of Telegraph Messages in the adjacent columns. 'Before you send a telegram think of the following:'

- 1—Is a telegram necessary?
- 2—If so, then don't do some of the things now found in telegrams.
 - a—Don't use unnecessary words.
 - b—Don't ask for reply by wire unless necessary.
 - c—Don't say "please" at the beginning of each thought.
 - d—Don't "stop" your telegram too much. You pay for "stops."
 - e—Don't send telegram collect to another branch of business with the idea of shifting costs.
 - f—Don't think the other fellow isn't watching costs. He will call you.
 - g—Don't use over 50 words

TYPES AND COMPARATIVE COST OF TELEGRAPH MESSAGES

A **TELEGRAM** is the most rapid and expensive form. It will be transmitted from its point of origin immediately and delivered at its destination promptly upon receipt. The charge is based upon a minimum of 10 words.

A **NIGHT MESSAGE** is delivered at its destination about nine o'clock the following morning. The charge is based upon a minimum of 10 words. The cost runs from 20 to 50 per cent less than the Telegram. The Night Message service should be used for messages containing up to about 17 words where an over night delivery is satisfactory; when such messages contain over 17 words they should be sent as Night Letters.

A **NIGHT LETTER** will be delivered at its destination about nine o'clock the following morning (the delivery of Night Messages and Night Letters is identical). The charge is based upon a minimum of 50 words and costs the same as a ten-word telegram. When sending Night Letters to points reached by over night mail, it is well to consider that a special delivery letter will serve the same purpose at about one-quarter of the cost of a Night Letter.

A **DAY LETTER** is usually delivered at its destination approximately three hours after it is filed with the telegraph company. The charge is based upon a minimum of 50 words and the cost is one and a half times the 10-word telegram rate.

Telegraph rates vary according to distance. The following table showing the cost of telegraph messages from New York to Cleveland, Chicago, Omaha, Denver and San Francisco should help to clarify the above information.

From N. Y. to	Telegram		Nite Message		Nite Letter		Day Letter	
	10 words	each add'l word	10 words	each add'l word	50 words	each add'l 10 words or fraction thereof	50 words	each add'l 10 words or fraction thereof
Cleveland	.48	.035	.36	.012	.48	.09	.72	.15
Chicago60	.035	.42	.012	.60	.12	.90	.18
Omaha72	.05	.48	.012	.72	.15	1.08	.22
Denver90	.06	.54	.024	.90	.18	1.35	.27
San Fran.	1.20	.085	.60	.024	1.20	.24	1.80	.36

Counting Words in Telegraphic Communications:

Numbers if written numerically thus: 4734 count as a word for each digit or 4 words. If written forty-seven thirty-four even though hyphenated, each digit counts as a separate word. Such numbers as eleven, twelve, twenty, etc., count as one word if spelled—if written numerically 11, 12, 20, etc., each digit counts as one word or two words for each of the above examples. It is safer to spell out the number and in most cases more economical, particularly with dates such as 11th, 15th, etc., as the affix is counted a word, 11th and 15th are counted as three words while they may be expressed as eleventh, fifteenth and counted as one. The word "stop" is in every instance counted and charged for.

Signature:

Do not, unless essential, sign both the name of the corporation and your own, as the second name will be charged for by the Telegraph Company. For example:

- | | |
|---------------------------------|-------------------|
| (a) Publix Theatres Corporation | —No Cost |
| (b) J. B. G. Henry | —No Cost |
| (c) Publix Theatres Corporation | Additional charge |
| J. B. G. Henry | for four words. |

Do not send telegrams late in the afternoon to nearby points unless you are reasonably sure that delivery will be made during business hours. Send Night Telegrams instead in cases where the length of the telegram approximates fifteen words, otherwise send Night Letters.

Telegrams to the far West may, of course, be sent late in the afternoon as there is a difference of three hours in time between New York and the Pacific Coast.

If a telegraph message is not marked to show the class of service desired, the telegraph companies treat it as a telegram though the message contains 50 words or more and the text indicates that Night Letter service is satisfactory. The higher rate is charged even when the message is not delivered until the following morning. It is well therefore, to use the designation Telegram, Night Message, Night Letter or Day Letter.

- on Day or Nite letter unless necessary. Each additional 10 words or fraction thereof costs plenty.
- h—Don't include formal salutations such as "Regards."

SELL 'PARIS' WITH POWDER-PUFFS

So that every woman who powdered her nose might read—and they all do that—Manager Oscar Davis of the Publix-Balaban and Katz "Adams," Chicago, Ill., had all the mirrors of his theatre adorned with a neat, white, handwritten legend which read: "Bon Jour, See You In 'PARIS' Soon! Irene Bordoni," to plug that picture. Even the men, who take a fleeting glance when they pass the mirrors, read the selling message.

THEATRE RE-OPENS

The Publix Paramount Theatre, Brainerd, Minnesota has reopened. This theatre was formerly the Park.

SELLING "SEVEN DAYS LEAVE"

By Russell Holman,
Advertising Manager, Paramount Pictures

Gary Cooper's first starring picture. Based on J. M. Barrie's "The Old Lady Shows Her Medals". Motion Picture News says, "Certainly one of the outstanding pictures of the year".

A daringly different subject very well handled. One of the greatest picture performances of all times by Beryl Mercer, legitimate stage star, playing Gary's mother.

After you get them in they'll love this picture and they'll tell others to come. Word-of-mouth after the opening should be big.

But here's the problem: No man-and-girl romance of the conventional sort. It's the story of renegade soldier and the unknown London charwoman who adopts him as her son, who changes him from a would-be deserter to a hero who goes to his death over the top with a smile. The part recalls somewhat the Cooper of "Shopworn Angel". Same director, Richard Wallace.

Selling it?

Forget the story in your advance stuff. Sell Cooper. Sell the big hit he scored in "Virginian." Remind them he was a soldier in "Shopworn Angel" and he's a soldier again in this show and how great he looks in kilts as a brave "lady from hell" in the Scottish Black Watch.

Say, "Girls, Gary Cooper's Here on Seven Days Leave. Come and Meet Him!"

Or "The Talkies' New He-Man Hero—Gary Cooper."

Or "You've been pulling for Paramount to make Cooper a star. Now you've got your wish. And he's marvelous."

In other words, personalize Cooper and cash in on the drag that he has with dames—and with men too, because men prefer him to a bushel of pretty-boy stars. "The Ladies' Idol Whom Men Like".

Sell the fact that "Seven Days Leave" is "daringly different," "startling surprise hit of the season" and copy along that line that doesn't tell what the story is about.

As near as I believe it's wise to describe the story in advance would be: "He came to paradise after two years of hell. He could have his choice of beautiful girls. And he picked a poor, unknown old lady. Why? Come and see."

I wouldn't play up Barrie. Or "Peter Pan" and "A Kiss for Cinderella", Barrie's previous filmed efforts.

Go after "Seven Days Leave". It's a swell picture and worth putting over. They'll thank you for getting them in to see it. Get a good opening day and you've won.

Newspaper Contributes \$1,000 to Star Contest

How much the star identification contest as outlined in the New Show World manual means to newspapers, is well brought out by the experience of the Publix Theatres in Salt Lake City, Utah. The contest had been planned for December but because of pre-holi-

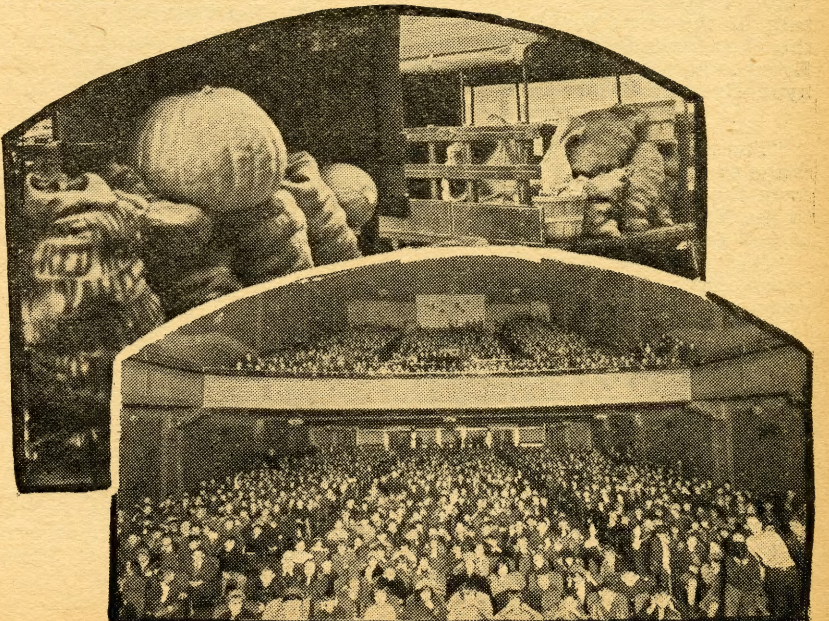
day activities and additional advertising, the newspaper asked that the contest be postponed to January at the same time offering \$1000 in cash prizes in addition to those being offered by the merchants.

This is in addition to newspaper space and publicity. According to word from Ralph E. Crabill the contest will be postponed in accordance with the wishes of the newspaper.

FOR THE NEEDY!

Manager Roy Brown of the State Theatre, Cedar Rapids, Iowa, landed plenty of good will newspaper publicity when he put on a Thanksgiving vegetable matinee for children.

The theatre was jammed with kiddies who had raided the family larder the night before. The photographs below show the attendance at the theatre and the edibles left at the box-office. All the food was distributed to the needy by local charity organizations.



NEW PUBLIX DISC RELEASES

Record No.	Titles	Artists	Type
1066 P	CAN'T WE BE FRIENDS (Little Show) SINGING IN THE BATHTUB (Show Of Shows)	Publix Ten Publix Ten	Dance-Voc. Dance
1067 P	A LITTLE KISS EACH MORNING (Vagabond Lover)	Jack Miller Orch. Jack Miller Orch.	Dance Dance-Voc.
1068 P	TURN ON THE HEAT (Sunnyside Up) PICCOLO PETE	Paramounteers Paramounteers	Dance-Voc. Dance-Voc.
1069 P	I HAVE TO HAVE YOU (Pointed Heels) AIN'CHA (Pointed Heels)	Paramounteers Paramounteers	Dance-Voc. Dance-Voc.
1070 P	WHEN I'M HOUSEKEEPING FOR YOU (Battle Of Paris)	Paramounteers Paramounteers	Dance-Voc. Dance-Voc.

MIDNIGHT PREMIERE IN NINE O'CLOCK TOWN!

BIG SHOCKER POPPED BY KANKAKEE

Publix showmen who complain that their towns are too small for any sensational publicity or exploitation stunts would do well to take an example from City Manager M. E. Berman, of Kankakee, Ill., who pulled a midnight premiere in a town of 18,000 that still has the community all agog with excitement. Not only was the stunt terrific from a publicity standpoint but, on the night of the opening, the Majestic Theatre, where the premiere was held, sold 60 seats beyond its capacity and had to turn away from three to four hundred people.

"This town has never had a mid-night premiere of any big motion picture," says Berman, "so we decided to try it out with the 'Cock-Eyed World.' In planning our campaign our first thought was to get the merchants of the town to cooperate on a double page spread in the newspapers and to remain open until the show was out. When this idea was presented to them many gave us the ha, ha, saying Kankakee was a nine o'clock town. And so our merchant cooperation was out."

Rearranged Plans

"Rearranging our plans, for we were out for blood this time, our first stop was the Mayor's office and after about a half hour of explaining what the new talking picture era was doing for every town, (namely making the presentation of pictures in Kankakee identical to the same as in the big Broadway theatres), he finally promised to be present. Our next stop was the City Hall. There we got the promises of chief of police, fire chief and a very popular judge. By this time things began to look kinda rosy, but in order to inject more local spirit to the unusual affair, we made arrangements with the American Legion drum and bugle corps, of this city, to march from the Armory to the theater at eleven o'clock at night. The Legion Post of this city is one of the best in the United States. Its membership consists of about sixty in the drum corps, and wherever they go the whole town is for them."

Street Car Tie-up

"The street cars stop running at eleven o'clock, so our next logical step was a tie-up with both companies to run cars until 12:30 o'clock. This was effected, after considerable debate."

"Now comes the miracle of the ages! Who said that a Scotchman won't give? We induced Mac Brooms, the leading restaurant of the town, to serve free coffee to every patron attending the mid-night performance. It was the talk of the town for days before the show and a week afterwards. Everybody wants to know how we hypnotized him to do this."

Electric Lights

"The next thing we did was arrange to have electric lights strung from the Main Street of the town to the Majestic theatre, a distance of 300 feet."

"Our next call was the newspaper offices. We were able to get notices of the mid-night premiere four days before the show and also the opening night. This was gotten thru the fact that the city officials and the Legion were to be guests of the theatre."

"Then came the night. Everything looked great until about eleven o'clock, when it started to snow and HOW! At eleven there was three inches and still it was snowing. But here is where the local interest was shown. The

THE WHOLE TOWN TURNED OUT!

Photographs and newspaper publicity on the sensational midnight opening staged by City Manager M. E. Berman at the Majestic Theatre, Kankakee. Top picture shows the American Legion Drum Corps which paraded. Center photo shows the string of lights leading from Main Street to the theatre. Bottom picture shows the theatre lobby on opening night jammed with cars.



MIDNIGHT SHOW FOR BIG FEATURE

"Cock-Eyed World" Will be Seen by Select Audience.

City officials, the Legion Drum and Bugle corps and members of the press are to be guests of M. E. Berman, local Publix Great States theater manager, at the premiere of "The Cock-Eyed World," which opens at the Majestic theater tonight at 12 o'clock.

TO ATTEND PREMIER SHOWING OF PICTURE

Mayor Beckman, Judge Fitzgerald, Chief of Police Riley, Fire Chief Goudreau, the Legion Drum and Bugle Corp. and members of the press are to be guests of M. E. Berman, local Publix Great States theater manager, at the premiere of "The Cock-Eyed World," which opens at the Majestic theater tonight at 12 o'clock. The Legion from the Armory to the theater where seats will be reserved along with the press. This is the first time a mid-night premiere showing has been staged in Kankakee and it is the intention of the city officials and Mr. Berman, local Publix Great States manager, to make it a gala occasion. Through the courtesy of the Kankakee and to Bradley Car Cos. special cars will be sent to the performance. After the talking picture opening the city officials will be seated in the balcony. The new medium of exceptionally good photoplays, (namely the fact that the new medium of screen entertainment, (namely the talking picture) has made possible the presentation of pictures in Kankakee identical to the same as the big Broadway theaters present.

MIDNIGHT SHOW FOR BIG FEATURE

Majestic Management Plans Premier of Cock-Eyed World.

Mayor Beckman, Judge Fitzgerald, Chief of Police Riley, Fire Chief Goudreau, the Legion Drum and Bugle corp and members of the press and Republican staffs are to be guests at the special premiere showing of "The Cock-Eyed World" at the Majestic theater Tuesday night at 12 o'clock. The Legion will march from the Armory to the theater.

WILL ATTEND MIDNIGHT SHOW AT MAJESTIC

City Officials, the Legion Drum and Bugle Corp. and members of the press, are to be guests of M. E. Berman, local Publix Great States theater manager, at the premiere of "The Cock-Eyed World," which opens at the Majestic theater tonight at 12 o'clock.

"The Cock-Eyed World" was screened Monday morning to a select audience and all were overwhelmed with the magnitude of this production, which is a sequel to "What Price Glory," with the two same male stars Edmund Lowe and Lila Damila who was brought to this country especially to appear in this picture. She was formerly with the "Folies Bergere" in Paris.

NOVELTIES OF MUSIC DEPT. ACCLAIMED

So great has been the reception accorded to the synchronized musical novelties produced by the Non-Sync division of the Music Department, according to Boris Morros, general director of music for Publix, that this activity now overshadows the non-sync phase of the division, and it will henceforth be known as the "Musical Novelties Department."

Following up on the wide distribution of the Thanksgiving novelty, the Musical Novelties Department now has ready short synchronized subjects for Christmas and New Year's.

Working under the general supervision of Mr. Morros, the department is outlining a schedule which will call for the production of several synchronized novelties a month. From three or five minutes in running time, these invaluable program-fillers will commemorate the more important holidays on the calendar, and cover a variety of other subjects as well.

The Music Department will, of course, continue its original function of servicing the theatres with non-sync novelties, organ solos, and slides, in addition to giving its attention to this new and successful activity.

MAKES OWN FLASH

F. C. Croson, manager of the Fremont Theatre, Fremont, Nebraska, made his own pennants with which to decorate the theatre front and the streets of Fremont during the showing of "So This Is College."

A New Version

Evert R. Cummings, district manager of Des Moines, Sioux City, Omaha and Council Bluffs sent this revised poem, as a frontispiece in a Christmas manual, to the managers of his circuit:

'Twas the night before Christmas,

And all through the house, Not a single seat taken — Oh, what a louse!

The manager frantically tore at his hair,

And wondered why customers just weren't there.

The show up the street was packing 'em in,

The manager met everyone with a grin.

The Christmas before he'd not done a tap,

But had just settled down for a long winter's nap.

Business was poor—the boss made such a clatter,

He made up his mind to see what was the matter.

This year it came to him like a flash,

He laid all his plans and then made a dash,

Down the street and interviewed merchants galore,

And came back with tie-ups he'd ne'er had before.

'Twas the night before Christmas,

His whole house was packed, His program was pleasing, there was nothing he lacked.

He walked down the street past the opposish house,

Where no one was stirring, not even a mouse.

He chuckled with glee, he had no laments,

His hard work had turned into dollars and cents.

SWANKE IDEA

This herald on "The Virginian" was printed by Arthur Swanke, manager of the Publix Strand Theatre in Anderson, S. C. By arrangement with the largest laundry in town, one was enclosed with each bundle sent out for three days before the opening of the picture, AT NO COST.

"The Virginian"

Showing at

The STRAND

MON. - TUES. - WED.

Said:—"When you say that, smile!"

We Say:—

"You always smile when you use the

Anderson Steam Laundry

Novel Stunts Sell Coming Attractions

Lobbies that are "alive!" now are uppermost in the minds of many managers.

It is already taken for granted that "fronts" are always cleanly and colorfully attention-arresting. But inside the lobby, the things that "sell" your COMING attractions to your patrons as they leave your current show, is a sales opportunity over which the circuit is now conducting an inquiry.

Posters in which a loudspeaker is concealed in a poster "head," from whence comes a sales speech and song made locally on a dictaphone-record is the "ace" of stunts that is being worked by managers who have brought their projectionist and poster artist into conference on the practical working out of the idea.

Another good stunt is to use stage and pit talent in the lobby, softly playing improvisations in a bower of next week's posters. Other managers are getting noted local-talent, for this purpose, and giving them a chance to get experience on the stage, also, by working in the final-performance of each evening.

Legion left the armory at eleven and arrived in front of the theatre five minutes later, where they lined up to have their picture taken. At 11:15 there was a line from the Majestic theatre to the main street of the town, at 11:30 there wasn't even standing room. The Mayor arrived at 11:45. We had previously reserved twenty seats for his party but in the rush for seats we gave up ten. In came the Mayor's party which consisted of twenty of the most prominent citizens of town. We were in a tight spot, but by merely mentioning it to ten of the Legion members, they were glad to give up their seats.

Net Results

"Here is the net results of the show: our seating capacity is 924 seats, we sold 980 tickets, which does not include the 100 guests. This is the biggest occasion we can remember ever being held in this house. We had to turn away between 300 to 400 people. We even had the fire commissioner ushering in the balcony. To cap the climax the Scotchman's restaurant was swamped after the show."

HUEY IS MANAGER

W. C. Huey replaced Jack Mayo as manager of the Isis Theatre, Pensacola.

HOLMES FOR SMART

Coney Holmes has replaced Roy Smart as manager of the Publix Kettler, West Palm Beach as well as City Manager at West Palm Beach and Palm Beach.

PHILCO TIE-UP OFFERS HUGE AD MEDIUM

A great advertising medium is provided for Publix theatres thru the Paramount pictures they play by the national tie-up made by Paramount with the Philadelphia Storage Battery Co., makers of the famous Philco Radio Receiving Set. As a result of this tie up, the radio company is linking up its 131 jobbers and 12,050 dealers throughout the country to co-operate with Publix theatres in every conceivable way.

In order to illustrate its slogan "No blur—no distortion," the makers of this widely advertised set show, in all magazine, newspaper and bill-board ads, the difference between clear and distorted reception by using two adjacent photographs of some famous person, one greatly distorted, the other sharp and clear. Paramount stars will be used in these photos, and every piece of advertising matter will feature the star's current production.

'Love Parade' First
Each month, a big Paramount release will be selected for the tie-up. The first one will be "The Love Parade." The other three tentatively selected so far for the list which is to follow are "The Vagabond King," "Dangerous Paradise," and "Paramount On Parade."

Starting January 18, not a week will pass but there will be at least one Philco magazine ad tying-up with a Paramount star and picture. Many of these will be double page spreads and in color. The schedule for "The Love Parade" is:

Saturday Evening Post, Jan. 18—2 pages.

Colliers, Jan. 25—2 pages.

Time, Jan. 25—1 page.

Twenty-four sheets, posters and window displays will be sold by Philco to all its dealers, who will be instructed to get in touch with the local Publix theatre for supplementary display material and to **ALLOW THE THEATRE TO STRIP ITS NAME AND PLAY DATE** on all advertising matter. Philco is preparing a book of instructions, giving full details of the tie-up, and exploitation suggestions for a tie-up with Publix theatres, which will be sent to all their dealers. With this book will be sent samples of Paramount rotos and heralds which will contain a suggested tie-up ad on the back. The book will explain that the Paramount advertising material can and must be obtained at the local Publix theatre.

Eagles Started It

Harry Eagles, San Francisco exploitation representative, originated the tie-up and Arch Reeve,

HERE'S A MARK FOR YOU TO AIM AT!

At the expense of nothing but pure gray matter in his brain-cells, Bud Gray, Director of Advertising and Publicity of the Metropolitan Theatre, Boston, effected a tie-up stunt with the Jordan Marsh Co., Boston's largest and most exclusive department store, which brought him thousands of dollars of free publicity, including valuable window displays. The layout below tells the story.

1. Specimen of newspaper campaign involving the most important newspapers (not less than three) of the town, as well as college papers, theatre programs, etc. This will run for three months at a total cost exceeding \$3,000, without any expense to the theatre.
2. Herald enclosed in every parcel wrapped and sent out of the store, whether taken in person or delivered.
3. Folded-end herald included in the weekly mailing list of the store covering over 70,000 charge customers.
4. The same herald, unfolded.

Boston's Latest Sensation enroll today in
Jordan's
RECORD-OF-THE
WEEK CLUB

Gene Rodemich
that inimitable leader
Metropolitan Theatre Orchestra
selects for the first week
"Moanin Low"
By Leo Reisman

GENE RODEMICH will be in our record section, second floor annex, from 2 to 3 Friday, August 9, to personally autograph his first selection for the Record-of-the-Week Club.

Other Selections:

1 "Miss You"	Rudy Vallee	Victor
2 "Liza"	Isana Troubadou	Columbia
3 "I Got the Blues When It Rains"	Our Lombardo	Brinswick
4 "Little Pal"	Ben Bernie	

To each member we will send, once each week on Friday, a new 75c dance record (charged, or sent C. O. D.). An outstanding hit personally selected by Gene Rodemich, the inimitable director of the Metropolitan Theatre Orchestra, your membership in this Club may be discontinued at any time or the weekly record exchanged, if not satisfactory.

MEMBERSHIP SLIP
Jordan Marsh Company, Boston
Please send Record-of-the-Week-Club selection to
Name
Address
Charge () (75c) C. O. D. ()
for fashion and value
Jordan Marsh Company

Gene Rodemich
That Inimitable Leader
Metropolitan Theatre Orchestra
Selects For
Jordan's
Record-of-the-Week-Club
"Moanin Low"
By Leo Reisman

Other Selections

1. "Miss You"	Victor
2. "Liza"	Columbia
3. "I Got the Blues When It Rains"	Columbia
4. "Little Pal"	Brinswick

JORDAN MARSH COMPANY, BOSTON
Please enroll me in the Record-of-the-Week Club, which entitles me to one 75c dance record each week, the personal selection of Gene Rodemich of the Metropolitan Theatre.

Name
Address
City
Charge () 75c. C.O.D. ()

MEMBERSHIP SLIP
Jordan Marsh Company, Boston
Please send Record-of-the-Week-Club selection to
Name
Address
Charge () (75c) C. O. D. ()
for fashion and value
Jordan Marsh Company

STORE TALENT, GOOD CO-OP MEDIUM

A recent issue of VARIETY tells of the condition in Norwalk, Conn., which has so many Five-and-Ten Cent stores that the managers are resorting to the methods of showmen to attract business.

One store fired a girl who did a high dive into a river, and the next store immediately hired her for the jewelry counter, with a big poster, advertising her as "The Pluckiest Girl in Norwalk." She attracted big crowds.

This ought to give rise to some good tie-up ideas from imaginative showmen in Publix. Why wouldn't it be a good idea to encourage big department stores to develop several 'it' girls and matinee idols who are really professional entertainers, and employ them in the store? To build up its personality store following, the merchant could arrange to have them work free on Publix stages and lobbies as added attractions. This would build up the personality of the clerk-performer, which would be reflected in increased sales at the store upon resumption of the clerking job following the personal appearance at the theatre.

Thus everybody gets something for nothing. The theatre gets a good attraction free, plus a lot of advertising from the store, and the store gets a permanent drawing card in one of its popular departments.

Every department store of any size has an employees' organization which puts on an entertainment at one time or another during the course of the year, and the wide-awake showman will discover some excellent amateur talent within the ranks of the salespeople in one of these organizations. Having the talent, all that remains is to make the merchant think he thought of it first and get him to advertise it—and show it off in your theatre as a national "discovery."

West Coast publicity director and his assistant, William H. Wright, helped to line-up the participating stars and clinched the proposition for Paramount. The New York committee, which has charge of designing the advertising material and arranging the details of operation, consists of James A. Clark, Paramount ad sales manager; Sayre Ramsdell, and E. B. Lovemond, Philco sales promotion and advertising managers respectively; Carlton Dyer, Duke Parry and Henry R. Joslyn, of the Erwin

Wasey Advertising Co., which handles the Philco account; and Leon Bamberger, manager of Paramount sales promotion department.

THE LOVE PARADE SONGS PUBLISHED

"Let's Be Common," comedy number from "The Love Parade," will be published by Spier & Coslow and Publix will have the benefit of a separate campaign on this number.

"Nobody's Using It Now" will be published by Remick Music Corp. The other published numbers in Love Parade, namely, "Dream Lover," "My Love Parade," "Paris Stay the Same," and "March of the Grenadiers," will be published by Famous Music Corp.

SCOUT TIE-UP IN JACKSON

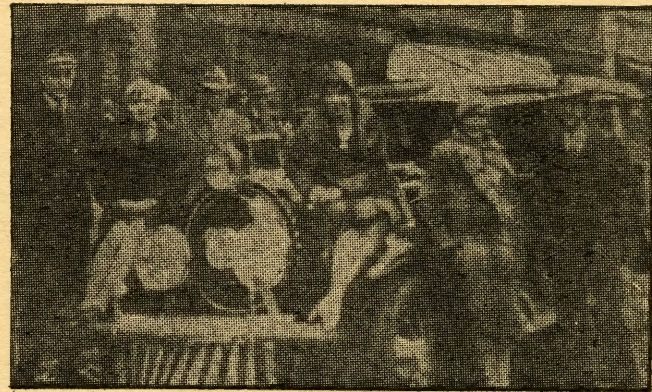
A tie-up with the boy scout officials of Jackson, Miss., was completed by A. M. Jacobs, manager of the Publix Century, whereby all uniformed scouts of that town are admitted at half price to either the Istrione, Majestic or Century, all Publix theatres, at all afternoon performances.

In return for this courtesy, the Scout Executive will appoint a group of scouts each month, to distribute heralds in the various schools. Inasmuch as the scouts are responsible and respected students of these schools, and therefore permitted by the school authorities to distribute circulars, etc., it was a most advantageous promotional stunt for the Jackson theatres.

SOUND CAR GETS SPACE

This clipping, reproduced from the Tribune in South Bend, Ind., proves that the sound cars are space getters. In this instance, a tie-up was effected with the Community Chest campaign to crash the newspaper.

SOUND TRAIN TOURS CITY.



COMMUNITY CHEST WORKERS GET RIDE.

The glistening sound train of the Publix theaters, the local tour of which is sponsored by the Colfax theater and The Tribune, continued to attract attention of local residents as it visited all sections of the city to-day.

The above illustration shows a group of community chest workers who were entertained by the sound special on its arrival in the city. Seated in front are Miss Angela Herlet, left, and Mrs. Mrs. Paul Rector, right. On the left are C. N. Brown, the conductor of the novel train, and J. W. Bryan, member of the community chest publicity committee. E. F. Fry, director of the community chest, and Miss Esther Ann Carlson are on the right.

The Orphan's home in Mishawaka and the Healthwin hospital were to be visited by the train to-day, the last day of the tour. The machine, its stacks belching smoke and its radio apparatus broadcasting the Notre Dame Victory March and Hike Song, led the Notre Dame students in parade prior to the pep meeting last night and escorted the Notre Dame football team to the Pennsylvania station. The Tribune and the Colfax were hosts to the Irish gridmen at a presentation of Sophie Tucker in "Honky Tonk" before their departure for the Carnegie contest.

AUTOMATIC BOOK BOSTON CLUB

ANOTHER TRAILER HUNCH

Ralph L. Ripley, manager of the Publix Codman Square Theatre in Dorchester, Mass., is responsible for this snappy trailer hunch. He made a trailer with the telegram from R. M. Sternburg on coming product. Needless to say, it got results!

Postal Telegraph
CITY 48 PTH 48 BLUE
PT BOSTON MASS OCT 30 1929 350PM

RALPH L. RIPLEY
MANAGER CODMAN SQUARE THEATRE DORCHESTER MASS

HAVE SELECTED BEST AVAILABLE SOUND PICTURE ATTRACTIONS
LUCKY STAR, ILLUSION, LOVE DOCTOR, HONKY TONK, FOR YOUR
THEATRE FOR NATIONAL PUBLIX WEEK STOP YOU MAY WITHOUT
RESERVATION PROMISE YOUR PATRONS EXCELLENT ENTERTAINMENT
FOR THIS WEEK STOP EXPECT THIS WEEK TO BE BIGGEST EVENT
IN THEATRICAL HISTORY STOP KINDEST REGARDS
R M STERNBURG
410PM

ONLY ONE AD FOR PRINTING EXPENSES

A new ruling, to the effect that only one commercial advertiser may be solicited to defray the printing expenses of programs, heralds, etc. in order to facilitate bookkeeping records of the transaction, was contained in a letter sent by A. M. Botsford, General Director of Publicity and Advertising, to all district managers.

All theatres please note the following:

"Is your theatre one of those which occasionally issues programs, heralds or other printed matter, in return for which you receive revenue from the solicitation of commercial advertisements published in this literature?"

"If so, the Home Office Accounting Department emphasizes the fact that the bookkeeping records in connection with such items are not, and probably cannot be, properly taken care of.

"A certain theatre for example gets out a folder, herald or dodger on 'The Virginian.' Cuts are purchased, the printing is contracted for after a consideration of the estimated cost, in the neighborhood of \$50. But advertising space is sold to six or eight commercial advertisers, to the value of \$100. Potential profit \$50. How about the bookkeeping records of this transaction? The costs of printing and cuts are charged to the operation satisfactorily, but the amounts collected are rarely credited. And in this instance, which is used merely for purposes of illustration, the \$50. 'profit' was used (without bookkeeping record) to defray other incidental advertising expenses.

Wrong Course

"This course is all wrong. In fact the whole theory of selling advertising to defray expenses of publishing folders or dodgers, is involved with trouble and possibilities of going wrong. In the first place, two or three, and sometimes six and eight different concerns participate as outside advertisers in connection with such a folder. But money is rarely collected from these concerns when the space is sold. You pay \$50. for the cost of printing your folder, and you may sell eight ads for \$100. But you are not able to collect the advertising revenue for many weeks after the transaction, and after the picture to which the transaction was originally related has played, thus throwing your accounting considerations and system into considerable confusion.

"And so your Advertising Department has agreed with the Accounting Department upon the following general rule in relation to such transactions, which is to be in effect from now on:

"It shall be permissible for the theatres and their advertising departments to publish heralds or roto heralds such as those distributed by the accessory departments of distributors, and to sell the back page, or part of the back page to ONE advertiser, to defray costs. But such a sale must represent one complete transaction, and hence an operation which can be readily accounted for. The concern acceptable as an advertiser for a herald or roto herald must be one of the most representative firms in town, and you must get your revenue for the ad immediately, or at least make sure that the advertisement will be paid for during the run of the picture for which the herald is being distributed. Thus the proper entries can be made in a Manager's Weekly Theatre Report, and the cost of the herald entered into the proper

KARL E. LINDSTAEDT

With a varied experience gained in the employ of numerous theatre circuits, Karl E. Lindstaedt brings to his position as manager of the Paramount, Austin, Minn., a wealth of showmanship.

Lindstaedt, while attending the grade schools of Fairmont, Minn., in 1913, showed his liking for the theatre game by doing odd jobs at the Haynic Theatre there. Seven

years later, after mastering the rudiments of theatre operation, he became assistant manager of the Strand in Fairmont. In 1924, Lindstaedt, joined the Clinton-Meyer Enterprises in Duluth, Minn., as manager of the Sunbeam Theatre, returning the next year to the Strand as manager. Realizing the more advantageous opportunities afforded by large operations, Lindstaedt entered the employ of Finkelstein and Ruben, where he was able to show his ability as an efficient manager at the Chateau-Dodge, Rochester, Minn., and the Park and State theatres in Austin.

JAMES T. NEWMAN

James T. Newman's theatrical activities have been concentrated on numerous theatres in Florida. Entering the employ of the Southern Enterprises, Inc., as usher in the Arcade, Jacksonville, in 1922, Newman steadily advanced from the ranks and in 1926 was promoted to assistant manager.

With the training gained as a member of the service staff, coupled with the more advanced experience acquired as assistant manager of the Florida, St. Petersburg; and the Victory, Tampa, he was soon ready to receive his first managerial assignment at the Franklin, Tampa, his present position. Newman has also assisted at the opening of the Polk in Lakeland.

charge account, and the credit for the revenue entered into the proper credit account, the week that the transaction occurred.

"You are not to solicit two, three, or more advertisers, for in doing so you are running into the pitfalls of accounts and collections, and it has been definitely established that such revenue Publix gets is not worth the trouble it costs. Therefore the general rule:—

"Managers may, in order to defray expenses solicit one advertiser, and only one. The revenue for this one ad to be collected immediately or before the week is out, so that it can be credited to the current Weekly Theatre Report.

"In no instances shall revenue from outside advertising be used to defray other incidental expenses of your operation. Each transaction of debit and credit must go on the Weekly Theatre Report, and if properly handled, there will be no effect in relation to the theatre's advertising budget.

HENDRY SHIFTED

Ray Hendry, formerly manager of the Granada, Salt Lake, has assumed management of the Capitol, in the same city, replacing George Carpenter, resigned.

MEET THE BOYS!

To promote acquaintance, respect and mutual understanding of the splendid individuals who comprise Publix, these one-minute biographies are offered. They're not printed as vanity ticklers for the showmen here portrayed. We want the photo and biography of everyone in Publix.

ROBERT SLOTE

A World War veteran, who has had wide experience as an efficient and successful film salesman, is Robert Slote, manager of the Eastman, Rochester, N. Y., who recently entered the ranks of Publix.

Upon the termination of the war, Slote entered the Metro Film Exchange in Washington, D. C. remaining there for a short period as salesman, booker and manager. Then he was employed by the former Crandall Theatres Co., in the same city, first as salesman and then as assistant manager of the Exhibitors Film Exchange.

The theatre management side of the industry appealed to Slote and when offered the managership of the Strand and Apollo theatres in Martinsburg, W. Va., he readily accepted it. In 1921, he took over the management of the Strand, Cumberland, Md., also part of the Crandall circuit, where he remained until he entered Publix, a few months ago.

GEORGE E. HOFFMAN

George E. Hoffman has had twenty years of film selling and theatre managing experience. The General Film Company gave Hoffman his first show business job — as film salesman. In order to obtain the various angles of film buying and booking, Hoffman joined the World Film Corp., Vitagraph, Fox Film and United Artists.

Before managing theatres, Hoffman conducted numerous bands and orchestras in Indiana, Alabama, and Georgia. He has operated his own theatres and before entering Publix, also managed theatres for the Universal Chain and Sparks Enterprises. At present he is manager of the Ritz, Anniston, Ala. and also city manager there.

JOHN P. HASSETT

John P. Hassett, a graduate of Bates College, Lewiston, Me., got his first theatre training while attending high school, as usher in the local Music Hall. During college vacation periods, Hassett improved upon his elementary theatre knowledge by acting as relief manager for various theatres in Maine and Vermont.

Hassett's present assignment at the Opera House in Bath, Me. is his second managerial appointment. Upon his graduation from college last June, Hassett's theatre experience, gained while going to school, had prepared him for the management of the Temple, Houlton, Me., his first full managerial assignment.

ASHER B. SHAW

Asher B. Shaw got his theatrical experience in the employ of Kunsky Theatres, with which organization he has been associated for more than six years. He is now manager of the Paramount, Detroit, Mich.

Shaw managed the Capitol, Adams, State and Michigan theatres in Detroit; and the Uptown, Chicago and Oriental theatres in Chicago, for the Kunsky chain, prior to its affiliation with Publix.

He was assistant general manager of Kunsky theatres at the time that organization aligned itself with Publix.

PARAMOUNT MUSIC NOTES

NINO MARTINI, that delightful tenor Mr. Lasky brought from Paris, sings Victor Schertzinger's tuneful waltz, **ANOTHER KISS**, in the new East Coast production, **LAUGHING LADY**. **ANOTHER KISS** is published by the Famous Music Corporation.

FAIN, KAHAL, and NORMAN, the famous team of songwriters who are now located at the Long Studio, have delivered the musical score for Maurice Chevalier's new picture, **THE BIG POND**. According to the studio officials, the score is a "knockout."

MAX MANNE, music supervisor at the Long Island Studio, set a new record last week by supervising the recording of two song cartoons, three short subjects, and two features. His only complaint was that the days are too short.

SWEETER THAN SWEET from the picture **SWEETIE** is out to beat the sheet music sales record set by **PRECIOUS LITTLE THING CALLED LOVE**, the hit number in **SHOPWORN ANGEL**. **SWEETIE** is published by the Famous Music Corporation and **PRECIOUS LITTLE THING CALLED LOVE** by Remick.

FAMOUS MUSIC CORPORATION has secured the services of SAM BARON formerly director of the modernistic St. George Playhouse, Brooklyn, to exploit the song hits in Paramount pictures. The first thing Mr. Baron did was to get the Kolster Radio Corp. to broadcast the entire score of **THE LOVE PARADE** and to feature **DREAM LOVER**, the song hit from the picture, **Talking of THE LOVE PARADE**, the Brunswick phonograph company has recorded **DREAM LOVER** and **MY LOVE PARADE** in a most delightful manner.

HELEN MORGAN scored with **WHAT WOULDN'T I DO FOR THAT MAN**, the song hit Jay Gorney and Yip Harburg wrote for the Paramount picture **APPLAUSE**, but wait till you hear her sing **IT CAN'T GO ON LIKE THIS**, which the same boys wrote for her next picture.

RICHARD WHITING and GEORGE MARION, JR., the writers responsible for the words and music in **SWEETIE**, including the song hit **SWEETER THAN SWEET**, are at it again. They are doing the songs for **LET'S GO NATIVE**, the new West

'VAGABOND KING' TO MAKE FILM HISTORY

Paramount next year will release the epoch-marking entertainment-event that will make film history, according to Sam Dembow, Jr. and Jesse L. Lasky. It is "The Vagabond King," with Dennis King in the star role.

Mr. King played the stage character in New York and Chicago for nearly three years, and is unquestionably the greatest of all stage-idols. The film version makes this musical masterpiece a hundredfold more sensational than it was during the three years that it held the record for being the most successful operetta ever staged in America, Mr. Dembow advises PUBLIX OPINION.

"The music is the lilting, swinging, whistleable sort," declared Mr. Dembow "with majestic movements and captivating fancies. The picture is in color, and has everything that any showman could imagine as desirable in an attraction.

"If I were operating a theatre, I'd have an advance poster on 'The Vagabond King' in my lobby today, and I'd be loading my screen with teasers, and keeping the newspapermen supplied with pictures and stories about Dennis King and this attraction. Everyone who has seen the picture in the making is predicting a career for it that will give a new meaning to 'record daily grosses.'"

LASKY PROMISES SHORT SUBJECTS

Regarding short subjects, Jesse Lasky, vice-president of Paramount, declared that as many would be made as the theatre department of Paramount asked for. The assumption is that these shorts will be sold as thoroughly as shorts have been in the past. He mentioned the fact that the short department under A. J. Balaban is mapping out an extensive program and that shorts to satisfy the men in the field will be produced.

SMOKING BANNED IN MEZZANINES

Theatres that have been considering adoption of the policy of permitting patrons to smoke in mezzanine floors of theatres, swiftly abandoned the idea when national attention was again focused upon theatrical fire-hazard, due to the Pathe studio holocaust in New York.

That fire suddenly brought down strict enforcement of scores of obsolete regulations, not only upon the studios, but on theatres as well.

N. Y. Paramount Given Free Display of Toys

The Paramount Theatre in New York has been the Mecca for metropolitan children of all ages during the past few weeks because of the toy display installed in the lobby of that theatre, free of charge, by R. H. Macy. Harry L. Royster, publicity director of the Paramount, effected the tie-up.

The theatre name is mentioned in all the voluminous toy advertising by this great store from Thanksgiving to Christmas. Cards and posters, prominently placed in the store and in toy window displays, also carry the name of the theatre.

Coast production with Jeanette MacDonald, Jack Oakie, and Skeets Gallagher.

GREGORI TIOMKIN, world-renowned concert pianist and husband of the famous ballerina ALBERTINA RASCH, has composed the music for the ballet in **POINTED HEELS**, the picture featuring William Powell and Helen Kane.

PARTY AT HOME OF MARY BRIAN PUT ON RADIO

A radio broadcast of a Christmas party held at the home of Mary Brian, Paramount featured player, will be the highlight of the regular weekly Paramount-Publix hour which will be out on the air Saturday night, December 21st, at 10 o'clock (Eastern Standard Time) over the national network of the Columbia Broadcasting System.

Such favorites of the screen as Jack Oakie, Lillian Roth, Charles "Buddy" Rogers, Stanley Smith and Richard "Skeets" Gallagher, the latter acting as master of ceremonies, are included on Miss Brian's list of guests and will broadcast their frolic of that evening. The party will be relayed to Station WABC, New York, and then rebroadcast throughout the country. Each of the screen players will contribute to the program.

The hour will open in New York with David Mendoza conducting the Paramount symphony orchestra. Then Paul Ash will be introduced as master of ceremonies at the eastern end and will stage his musical acts in the Paramount playhouse, the de luxe theatre of the air.

Featured with Ash are such radio favorites as Veronica Wiggins, Paul Small, Dorothy Adams, the Paramount Four and the Paramount popular orchestra.

Following this presentation, the party at the home of Miss Brian in Hollywood will be picked up.

Press Agents, This Should Stir You!

Press agents — the Pagliacci of show business — king-for-a-day-stuff — laugh-clown-laugh-even — tho — your — heart — is — breaking — and other things like that, will get a hot-jerk or flash out of a clipping Your Editor found in a Tampa newspaper, concerning Wally Allen, Publix Supervisor of Advertising and Publicity for Florida. Says the sarcastic and cruel monster on the Tampa Times:

"The early bird gets the zoo." — "Well, who wants a zoo?" — Well, Wallace R. Allen wants a zoo. — Well whadda want a zoo for? — For exploitation, goof! And the story is that....

Into town today rushed Mr. Allen with a bee in his bonnet looking for a zoo — with wild animals in — preferably hippopotami. He was crazy for just one hippopotamus, if that must be, to try out the sound effects of a new moving-picture on. He thought it would be a front page story (with art maybe) all about how the hipp-etc. reacted to his brothers' voice from a mechanical horn, and all that — shed tears of homesickness, and all that.

There are lots of hipp-etc. in the picture, which is (no big secret now) "The Four Feathers," dynamic, dithyrambic, ambic hit coming soon to your Victory, and said Mr. Allen has the imposing title of district supervisor of exploitation for Publix (but he was really doing a little advance work for F. F.) but he found no zoo here. — Then he wanted to advertise in Times want ads, they get results, for someone who might have a pet hippo, but Manager Collier of the Victory thought that would look like a stunt.

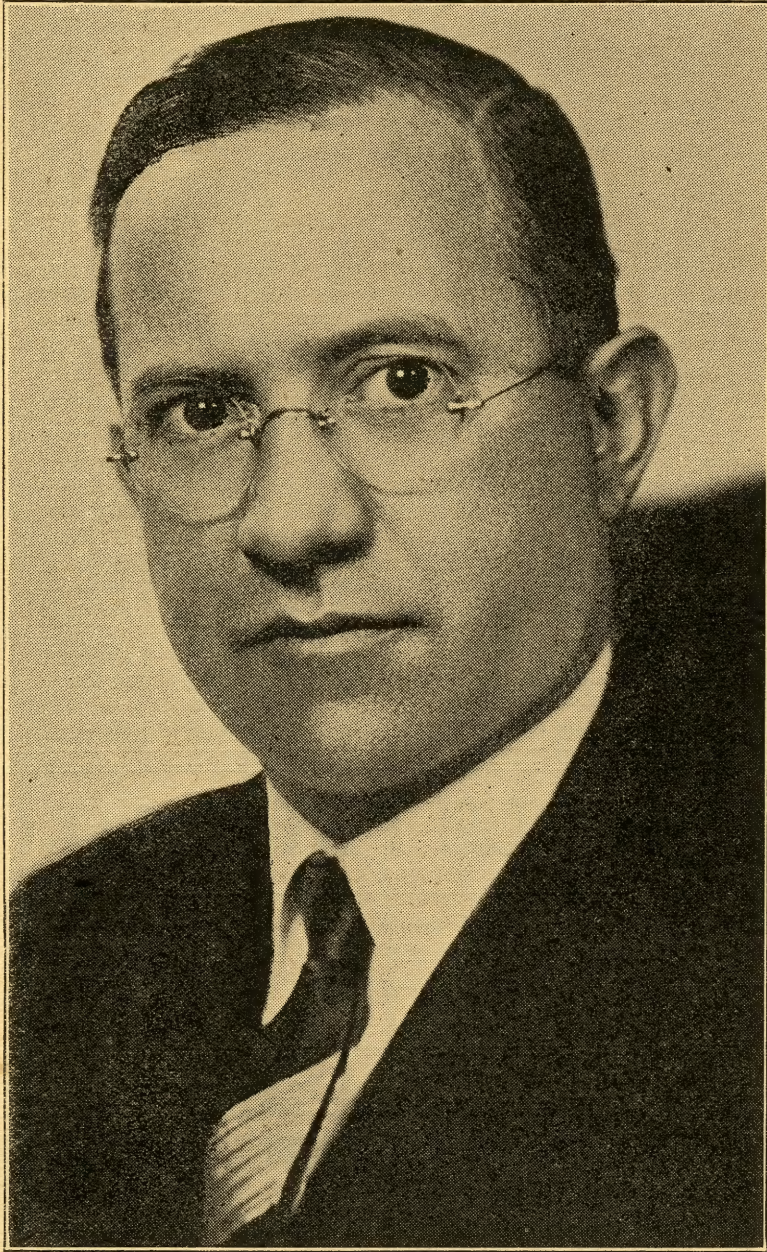
So Tampa, by having no zoo, lost this golden opportunity, and the sun sank with a sob....

SOUTH BEND OPENING

The Publix State Theatre, South Bend, Ind., will open December 25.

HOME OFFICE DEPARTMENT!

Here is the fourth of a series of stories about Publix Home Office Department personalities who depend upon your effort, just as you depend upon theirs. To know and understand each other's personalities and problems will lighten the burdens of everyone, and make our tasks enjoyable. For this reason, PUBLIX OPINION is devoting an important part of its space to these brief biographical sketches.



THEODORE C. YOUNG

Director of Real Estate Department

To those of us who own a bundle of rent receipts, discussion of real estate means nothing more than a mess of arithmetic, front-footage, and a vague wish that some day, someone will bequeath some to us. But to Theodore C. ("Ted") Young, director of the Paramount-Publix real estate department, it means considerably more.

Whether you know it or not, Mr. Young heads an activity within this company that compares favorably with the largest realty enterprises in America, not only from the standpoint of capital invested, but in size of personnel, and the intricate record system which must be maintained in order to supervise all the properties in which all associate companies are interested. It grew from a department of two people, Mr. Young and a secretary — and from its inception, has been constantly supervised by Messrs. Adolph Zukor, Sam Katz, Sam Dembow, Jr., S. R. Kent and Ralph A. Kohn. The department has been greatly augmented by additions to the staff to such an extent that Mr. Young, to-day, directs a great force of real estate specialists who are experts in every phase of real estate work.

Realty Experience

Eleven years ago, when the film industry was young, tender, and haphazard, Mr. Young was the manager of the Cross & Brown Company, one of the largest of New York's realty firms. He handled some matters for Famous Players Lasky Corporation to such a degree of satisfaction that

Arthur S. Friend, then treasurer of Famous Players Lasky Corporation, added him to the executive staff to relieve the executives of all real estate worries. Mr. Young was known as an intense young man with a keen "traders" instinct, and an intuition for reading the other fellow's subconscious thoughts. A zeal for deals that were beneficial to his employers was another trait.

He assembled the realty for the present Long Island Studio, a gigantic job of diplomatic negotiations, and also worked out the plan whereby Famous Players exchanges all over the United States, were taken out of buildings that housed other film companies, and given their own individual buildings. He developed a scheme of town-and-theatre survey, which gives an instant and comprehensive picture of everything necessary for a showman-buyer to know and, as a result of this, the huge theatre-chain expansion program that Messrs. Katz and Dembow have been successfully accomplishing in the last two years, has been considerably aided by the work of preparation Mr. Young and his department could quickly offer.

Functions Quietly

From the acquisition of the S. A. Lynch "Southern Enterprises" seven years ago, to the newest deal on the fire today, our real estate department functions quietly and serenely — many months, and sometimes years, ahead of the actual announcement that the company is ready for a new activity.

"What is the biggest obstacle

you find, usually, in making your deals?" PUBLIX OPINION asked Mr. Young.

"Getting quickly on a human basis with all individuals concerned" Mr. Young answered. "This is a business where mutual confidence is absolutely necessary. But somehow or other, everyone seems to want to be clever, and spend a lot of effort before coming to the main issue. Sometimes it's necessary."

"A case in point occurred six years ago in a New England town. It was in the days when the company needed all of its liquid capital badly, and a troublesome mortgage was falling due. We could pay it only by crippling other company activities. We had to have a renewal. Everybody tried, and tried everything, but that renewal just couldn't be had. So I tried it. I spent considerable time studying the history and habits of the man I had to deal with. I discovered that he was a golf enthusiast. So, when I went to call on him, I carried a new mid-iron, which I had just purchased. It was wrapped up. When I engaged in conversation, I toyed with my package.

Discusses Golf

"What have you there?" my prospect asked.

"That's what I was waiting for. I told him, and boasted about the bargain I had found in that club. We spent the next half hour talking about golf, and he showed me his favorite golf strokes. When we had talked golf for another hour, I reminded him of my mission. It took just five minutes to prepare and sign the renewal of that mortgage — but it took me all day to get away from that golf-maniac. However, the deal was of great value and importance to the company at that time."

Mr. Young was born and reared in New York, and took the usual educational courses in school. After some experiences in the insurance and real estate fields, he attended New York University, where he took post-graduate courses in modern business methods. The New York Building Owners' and Managers' Association recently selected him as lecturer and instructor for their organization, and the National Association of Real Estate Boards selected him as the outstanding Realty authority on the subject of theatre sites, and requested that he prepare a paper for their year book.

Many Activities

His department covers renting, purchasing, leasing and every other phase of the company's business of property-management. The operations are so tremendous that of necessity, it has been broken up into sub-departments in the Home Office, and then decentral-

SCHOOL TIE-UP SUGGESTION EXCELLENT

A suggestion for a special school tie-up made by a member of the staff of PUBLIX OPINION is deemed worthy by Your Editor of being passed on.

The idea, in a nutshell, is this. Educational sound films for the use in grade schools are being produced in ever increasing numbers. Most schools, however, do not have the facilities for showing them. By placing your theatre at the disposal of the school during certain morning hours, the proposal goes on, you would build a lot of good will, inculcate in the growing generation the habit of attending your theatre, get lots of favorable publicity and editorial comment, get prestige which would make future school tie-ups easy, and indirectly you would aid the development of educational films.

Expense of the film, projectionist's overtime, and incidentals are to be borne by the school according to the original suggestion, and no admission charge of any sort is to be made, but no entertainment features are to be included in the showing. The tie-up should be nation wide and sponsored by the Home Office.

Your Editor has amended this suggestion to show a favorable box-office increase. Get the principal of the school to promote a picture among his pupils. After the showing of the educational film, the entire school would stay to see the regular show at box office rates. Such tie-ups effected regularly during the year would raise the box-office average considerably.

Information about educational films can be obtained from the Educational Film Department of the Eastman Kodak Company, Rochester, New York.

ized again so that in each section of the country is a district representative of Paramount-Publix real estate department. The activities of each of these district representatives equal those of the largest realty operator in the state where they operate.

Collection of facts, figures, maps and photographs, concerning every community in America, is Mr. Young's hobby. He has a fireproof vault in which are thousands of looseleaf volumes. Each of these contains the aforementioned data on every city, and Mr. Young is constantly adding to each book. If you know anything about your town that he ought to have, he'll be glad to get it, and if you can offer any helpful suggestions about your own operation, from a realty standpoint, Mr. Young will send you a nice fat cigar.

ANOTHER PARADE FOR PUBLIX

No more parades? Not on your life! Here's one for the "Gold Diggers of Broadway." Taking a tip from Publix Opinion, manager William Collier of the Victory-Tampa, Florida, got the colors flying and the band playing and let the town know what a treasure his theatre had. No expense to him. Here's to bigger and better parades!



OFFICE TALENT SELLS COMING PICTURES

Manager F. L. Clawson, of the Publix Orpheum Theatre, Ogden, Utah, has hit upon a novel way of using his manager's announcing system to exploit coming attractions.

"We are fortunate in having two members of the house staff who are very good musicians," says Manager Clawson. "Ethel Glasmann Clark, our secretary, has a beautiful voice, exceptionally fine over radio, and Howard Kearns the assistant manager, is an accomplished pianist. I had a small piano from the stage moved into my office and when we have a picture coming that has one or more hit songs in it Miss Clark sings the songs with Mr. Kearns at the piano.

"We make a very short and snappy vocal trailer from material taken from the best readers in the press sheets or the Publix advertisement manual and at the same time one of the songs from the picture is being played. Of course we do all this during a break in the show and the whole thing makes a very pretty and pleasing addition to our program and calls attention to our coming attractions in a way that helps to sell tickets.

"There are no costumes, spotlights, special settings or stage hands necessary. We always tell

our audience that the songs are being sung 'right here in the office' so that they know they are hearing real music. The idea pleases our patrons and always calls forth quite a hand. In fact if we miss a week or so we always have inquiries as to when we are going to put on another program from the office."

JACKSONVILLE 'SWEETIE' NIGHT

A "Sweetie" night held in a Jacksonville dance hall, offering prizes to the best 'prep steppers,' greatly helped to advertise that picture for Al Weiss, Jr., manager of the Publix Florida.

On the night of the dance contest, 1,000 envelopes containing "Sweetie" candy, were distributed to the dancers by a local confectioner. An automobile, hired by the dance hall owners, and decorated with signs and banners announcing the contest and picture, toured the town and also visited the football grounds. A tie-up with more than 200 candy stores was also effected.

Changes in Operating Policy at Dover, N. H.

The Publix Strand Theatre, Dover, N. H., will have four change days: Monday and Tuesday, Wednesday single, Thursday and Friday, Saturday single.

The Lyric is to continue under the present policy, until January 4, when it will be operated on one day a week, Saturday.

EYE-CATCHING PRESS-COPY

Even a welcome mat wears out, and the welcome of a press-agent (merchandiser of theatrical product, please) is as expendable as the life of a national guard second-lieutenant in war-time.

Therefore, the wise press agent makes his welcome in a newspaper office last as long as possible. There are 10,504 ways of doing this, which should insure any press-agent's job for at least three months, if he uses them all. From the Merry Old Observation Post where PUBLIX OPINION'S editorial periscope is planted, most of these have been viewed. They'll be passed on to you, for consideration, from time to time.

One press agent found that no matter how clever his news-copy was written, or how newsy, editors received it after a few weeks, with that "aw, hell!" look on their face, and filed it under where the stream of tobacco-juice falls. So this chap, who goes by the name of Bimbacher Kinodles, discovered that when he wrote his copy on telegraph blanks obtained free and delivered by his office boy, it got immediate attention and invariably was published. In order to trap the eye of the editor, he used Western Union blanks on Mondays, and Postal Telegraph blanks on Fridays. On other days he used a different color of copy paper. It had a stimulating effect on the jaded eyes of the editor, and he reports to PUBLIX OPINION that to this day, (and already he's four weeks overdue for discharge) the editor reaches eagerly and brightly for the strange piece when it arrives, and by the time he "Aw, hells!", he's copy-read it so far that he's either compelled to use it as work he's already accomplished, or throw it away and reach for some other verbal delicacy to consider. Mr. Kinodles frantically screams to Your Editor that at the first sign of weakening on the part of the editors of his town, he's going to add perfume on Saturday copy, for the romance touch.

Veteran Press Man Joins Publix

Hal Norfleet, who has served in many branches of the picture game since the old Biograph days, joins Publix Theatres, as director of publicity for the South-eastern district with headquarters at Atlanta, Ga.

Managing and handling special publicity for picture houses in the south for several years, Norfleet decided in 1919 to try the production end of the business. Among the feature length pictures written and directed by him, are, "Hells Border" starring Wm. Fairbanks, (western) "Zero" and "Smiling Jim" with Franklin Farnum. Norfleet also produced and directed six one reel pictures of movie stars at home, under the title of "Hal Norfleet's Movie Revue."

In 1926-27 Norfleet was director of Publicity for Wm. Fox for the seventeen southern states, and later moved to Hollywood, taking a place in the Scenario department as assistant to Ned Holmes. Leaving that position he joined Universal and as assistant director to Nat Ross, assisted in the making of the second series of "Collegeians."

Prior to coming with Publix he was director of Exploitation for the Interstate Amusement Company string of Vaudeville and picture houses.

DUPLICATE THIS DOUBLE PAGE CO-OP AD!

This co-operative ad occupied a double page spread in the Republican-Herald at Winona, Minn., with fifteen local merchants buying space to advertise their products and simultaneously exploit the showing of Harold Lloyd's first talking comedy, "Welcome Danger," at the Publix State Theatre there. The idea is one of the oldest in the showman's bag o' tricks. This specimen is reproduced because it has an excellent balance and gives due prominence to the theatre and attraction.

Monday Evening, November 18, 1929

THE WINONA REPUBLICAN-HERALD, WINONA, MINNESOTA

THE WINONA REPUBLICAN-HERALD, WINONA, MINNESOTA

Tuesday Evening, November 19, 1929

Now You Hear

THE FAMOUS SMILE THAT MAKES MILLIONS LAUGH

The world's greatest comedian talks for The New Show World! You see and hear all the breathtaking thrills of "Safety Last!", the split-second action of "Speedy"; the glorious fooling of "Grandma's Boy" and "The Freshman." Lloyd at his supreme laugh-making best.



HAROLD LLOYD

talks in

"Welcome Danger"

Wednesday, Thursday, Friday, Saturday
November 13 - 14 - 15 - 16

State

Winona's Beautiful
Theatre



Attend the Matinees and
Avoid the Night Crows

WHY "WELCOME DANGER"

It's Dangerous



to neglect your plumbing and heating with winter coming on.

Phone 174

and let us look over your equipment. It's a good investment and gives you a good start for cold weather.

Toye Supply Co.

117-310 West Third St.

Phone 174

Do You Know—

IT IS DANGEROUS

to neglect saving money while you are young

Start Saving NOW!

And prepare for old age.

The Merchants Bank

OF WINONA

It Is Dangerous

to Buy a Radio

UNTIL—

You Have Seen and Heard

the New

TEMPLE

RADIO

H. CHOATE & CO.

Established 1901

There Is No Danger

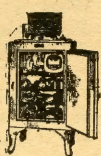
—when you buy the standard lines of Clothing, Furnishings and Hats that are sold in this store. You get your money's worth or your money back.

Michael Stern Clothes
Mallory Hats
Wilson Bros. Furnishings
Manning Underwear



The Hirsch Clothing Co.

The Danger Point . . .



Refrigeration is 50 Degrees
Is your refrigerator below this point?

General Electric
Refrigeration safeguards your food every hour—every day.

Mississippi Valley Public Service Co.

79 East Third St.

Telephone 2000

THE WORLD'S FAMOUS FUN MAKER TALKS FOR THE NEW SHOW WORLD

An Explosion!

There is DANGER in dry cleaning your own clothes at home. The newspapers every day carry accounts of fatal accidents due to the housewives using naphtha or gasoline for cleaning purposes.

"Eliminate the possibility of this danger by sending your clothes to the Winona Cleaning Works."

Phone 175

AND YOU WILL NOT

"Welcome Danger"

Winona Cleaning Works
Dry Cleaners, Dyers and Hatters

119 East Third St.

Phone 175

Silhouette Dresses



Are Not
Dangerous Fads.
They Are
Here to Stay

STEVENSON'S

Winona's Largest and Finest Shop for Women

To Neglect Your Brakes

is to

"Welcome Danger"

The winter with its slippery streets is in the near future. The DANGER of winter driving is nearly at hand.

We are ready to install the best brake lining possible for you to buy—FIRESTONE WOVEN ASBESTOS LINING—And with the installation of the COWDEY brake testing machine you will be assured of good brakes.

Drive in tomorrow and let us look over your brakes. Be ready when the emergency comes to stop when you need to stop.

Firestone Service Stores, Inc.

C. M. George, Pres.

Corner Washington and Third Phone 385

Why "Welcome Danger"?

—by buying Children's Shoes that do not fit.

ACROBAT SHOES



fit better—wear longer—they are more flexible than any other shoe containing the same thickness and grade of sole leather.

Keep your Children's feet happy.

BAKER & STEINBAUER

"Foot Savers"

FREE While They Last



HAROLD LLOYD DOLL

to each customer making a 50c purchase

See and Hear

Harold Lloyd in "Welcome Danger" at the State Theatre. Starts next Wednesday.

WHIT'S ME-KO MARKET

Selection of Food Is Important



Whole Wheat Bread especially is one of life's most important foods. Bread is the "staff of life." Much harm or much good can come with the selection of bread for your table.

In Wright's All O' the Wheat Bread you will find the nutrition necessary to the proper functioning of the human body because it is made with the purest and best ingredients possible for us to buy.

Eliminate the DANGER of ruining your health by buying only the best bread. If you haven't tried Wright's All O' the Wheat Bread you haven't tried the best.

Mahlke Baking Co.

Where Cleanliness Prevails There Is No Danger

A clean, airy atmosphere greets you when you enter the Dairy Lunch for your meals. We pride ourselves in the absolute cleanliness of our entire establishment.

We cordially invite you at all times to support our business. You will find everything immaculate and clean.

If you wish to enjoy a repeat daily or night just stop at the dairy lunch. We would suggest that you stop after the slight "Welcome Danger" for a delicious lunch.

THE DAIRY LUNCH

56 East Third St.

DANGER!

There are many cheap lines of furniture being sold on the market today. Why buy inferior furniture when you can buy "Better—for Less" money at Reese's?

Why "Welcome Danger"

when it can be easily avoided. Let us show you the new home furnishings.

Reese Furniture Co.

Winona's Largest Furniture Store

There Is No Danger

IN BUYING JEWELRY AT

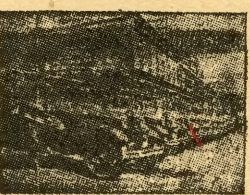
Beinhorn's Golden Opportunity Sale

Our golden opportunity sale is going over big. Many people from other communities have taken advantage of this wonderful sale.

It will pay you to come in and see the many bargains. The lowest prices on watches, diamonds, silver, clocks, etc., in the history of our store.

Buy Christmas Gifts Now and Save Money.

ALFRED BEINHORN
Jeweler and Optician



The Chicago Police Force "WELCOME DANGER" with a complete new fleet of FORD cars. Come in and look over our entire line of new Ford cars recently reduced in price.

OWL MOTOR CO.

Corner Fourth and Main Phone 1231

HAROLD LLOYD TALKS "OUT LOUD" IN HIS FIRST ALL TALKING COMEDY

SPECIAL SECTION SELLS CONTEST

Harry K. McWilliams of the Paramount in Toledo got a special section of four full pages in his New Show World contest tie-up with the Toledo News-Bee. It is reproduced below. The broadside was printed and distributed by the newspaper at no cost to the theatre and the circulation total was 100,000. They went into every home in Toledo and its trading territory. They were also distributed to all who attended the industrial exposition and to patrons of the theatre. The stunt was a splendid development of an idea set forth in the New Show World Contest manual.

NEWS-BEE PARAMOUNT NEW SHOW WORLD CONTEST

STARTS FRIDAY

ROUND TRIP TO PARIS FOR TWO

FOUR DOGS, WHISKEY, SEDAN

7 MAJESTIC RADIOS

MANY VALUABLE BULOVA WRIST-WATCHES

10 SAVINGS ACCOUNTS OF \$50 EACH

THIS SPECIAL EDITION CONTAINS ALL THE RULES OF THE CONTEST, PICTURES OF VARIOUS MAJOR PRIZES, ALL KINDS OF HELPFUL HINTS FOR CONTESTANTS AND INTERESTING ART AND STORIES ABOUT PARIS AND THE SHIPS ON WHICH THE ROUND TRIP IS TO BE MADE.

PARIS

PARAMOUNT

NEW CONTEST EASY TO UNDERSTAND

CONTESTANTS GIVEN VERY SIMPLE RULES

DO YOU KNOW WHY TOLEDO IS BEST CITY?

It's because of the many prizes to be won in the News-Bee Paramount New Show World Contest.

THE RULES

1. Buy a copy of the News-Bee Paramount New Show World Contest Special Edition.

2. Read the rules and prizes.

3. Write your answers to the questions.

4. Mail your answers to the contest manager.

WUXTRA, READ ALL ABOUT BIG CONTEST

Wuxtra, the News-Bee Paramount mascot, is here to tell you all about the big contest.

ALL TOGETHER NOW—LET'S GO!

PARIS AND OPEN ROAD BECKON

Contest Winner To Sail for Paris Aboard This Luxurious Liner

WIDE VARIETY OF SIGHTS ON EUROPEAN TRIP

See the Eiffel Tower, the Louvre, the Champs-Élysées, and many other famous sights of Paris.

SO THIS IS PARIS

AT YOUR SERVICE

NEW STARS AT NEWS-BEE

Meet the new stars of the News-Bee Paramount New Show World Contest.

WHERE YOU CAN VIEW CONTEST PRIZES

At the News-Bee Paramount New Show World Contest, you can see all the prizes to be won.

THIS PARIS PANORAMA FOR WINNER'S EYES

TELLS WHAT HE'D DO IF HE WON NEWS-BEE CONTEST TRIP TO PARIS

Many contestants have written in to tell us what they would do if they won the trip to Paris.

NEWS-BOUNDS MOAN ABOUT 'TOUGH LUCK'

The News-Bounds are disappointed that they didn't win the contest.

WATCH PAPER CLOSELY FOR CONTEST AID

Keep an eye on the News-Bee Paramount New Show World Contest paper for more information.

News-Bee Paramount New Show World Contest

PARIS

COPS BIG SPACE WITH SOUND STORIES

Profiting by the demand of newspapers — often stressed in PUBLIX OPINION — for stories about motion pictures and how they are made, City Manager M. E. Berman of Publix-Great States Theatres in Kankakee, Ill., obtained 208 inches of free ticket-selling space over a period of six consecutive Saturdays by presenting his local editor with a series of sound stories.

Manager Berman got the original hunch from the United Artist press book on "Alibi." He arranged with the editor of the Kankakee Daily Republican to run a series of stories, one every Saturday, entitled "How Talking Pictures Are Made." With each story, the paper inserted a large scene mat on the picture to play at one of the Publix theatres the following week, with the ATTRACTION, THEATRE and PLAY-DATE CLEARLY and PROMINENTLY INDICATED. The sound stories were written every week in such a fashion that examples of sound processes described were taken from the picture to play on the following week.

This is a good stunt that can be worked in every town. Incidentally, it proves the efficacy of PUBLIX OPINION'S constant insistence to LOCALIZE and PLANT news stories about motion pictures. PUBLIX OPINION and the trade journals abound with such stories which, properly localized and prepared for the average newspaper reader's consumption, can be transformed into a terrific ticket-selling medium for your theatre.

THEATRE PARTY FOR 'NEWS' CLUB

A means of creating good will was employed by W. F. Brock, manager of the Publix Tennessee, Knoxville, when he sponsored a morning theatre party for 400 local children, in conjunction with the Knoxville News-Sentinel.

The newspaper had organized a membership playground club among the children of Knoxville, by which they donated their pennies towards a fund that would aid in the upkeep of their playground. The theatre party, given to the members of this club, brought favorable comment from the residents and also got plenty of free space in the News-Sentinel.

Publix Sound Train Praised in Editorial

The novelty of the Publix Entertainment Special is still so great that editorials about it are written in nearly every city.

In Grand Junction, Colo., the de luxe limousine was parked in front of the theatre in violation of a city ordinance and there was some slight trouble. The following day the local newspaper contained an editorial roasting the city officials for failing to extend to the special the "freedom of the city" with all the liberties that entails.

People Attracted By Bath Room Display

Manager James H. McKoy arranged a display of the newest designs and colors of bath tubs in the inside lobby as a teaser for "The Saturday Night Kid," at the Publix Olympia, Miami, Fla. A modernistic background of a modern bath room served to make the display realistic.

Cards with "wise cracking" copy about the proverbial Saturday night bath were placed in the display. The bath tubs and other accessories were loaned by a local plumbing concern.

FOOTBALL CROWD SOLD BY BANNER

Manager T. R. Earl, of the Paramount Theatre, Idaho Falls, Idaho, is another smart showman who took PUBLIX OPINION's tip to exploit football crowds to his own advantage. At the state championship football game played there on Thanksgiving Day, Manager Earl had a banner paraded before all the people who attended the game which read: "How's Your Pulse? Heart Irregular? See the LOVE DOCTOR

at the PARAMOUNT To-Day." The field is municipally owned and this is the first advertising stunt ever permitted at the stadium. The banner earned a laugh and a good deal of favorable comment from the crowd.

FINLEY IN JACKSON

O. G. Finley, formerly manager of the Publix Seminole, Tampa, has been appointed manager of the Publix Lyric, Jackson Tenn., succeeding J. I. McKinney, who replaced Joe McDonald as manager of the Publix Rialto, Chattanooga, Tenn.

NEW DIVISION MANAGER

Ralph Branton has been appointed Division Manager of the New England territory under J. J. Fitzgibbons. Branton's headquarters will be at 60 Scollay Square, Boston, Mass.

Name Strong Cast For Arlen Feature

A notable cast will support Richard Arlen in the race track picture in which he is soon to star.

Mary Brian will act as the leading woman, Francis McDonald will

portray the part of Arlen's unscrupulous racing mate, Sam Hardy will be the voluble racing promoter, Tully Marshall will portray the role of Arlen's crooked manager, while Charles Sellon will be cast as the small town banker who is Mary's father.

The picture has not yet been titled.

REINHARD TO OPEN HOUSE

John Reinhard has been assigned as manager of the Publix Community Theatre, Miami, which theatre is scheduled to open December 25.

YOU HAVE THE
MERCHANDISE
SELL IT!

Publix



Opinion

The Official Voice of Publix

YOU HAVE THE
MERCHANDISE
SELL IT!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of December 20th, 1929

No. 15

With the vigorous impetus given to the profit earning drive by the December campaign, and the superb alignment of money-getting product for January, the first month of 1930 should establish a high-earning mark to shoot at for the balance of the year.

—SAM DEMBOW, JR., Executive Vice President, Publix Theatre Corp.

"Leave no stone unturned to help Publix maintain the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of
PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

BENJ. H. SERKOWICH, Editor

Contents Strictly Confidential

GROTESQUE PHRASE-MONGERS

Pat phrase gabblers! Phrase-mongers!!

Persons in show business, like in any other industry, are prone to accept the jargon and catch-phrase colloquialisms of their environment and glibly and lightly make use of them.

There is nothing wrong with this, of course, unless these phrase-mongers and pat-phrase-gabblers substitute familiarity with the mere words, for skill and aptitude in the application of what the words represent.

You are familiar with the individual who loosely and lightly talks 'projection' or 'merchandising' or 'sound' or 'management' or 'publicity' or 'exploitation' or 'advertising.' They know all of the familiar words and importantly use them on every occasion, to sell their hearers the idea that they also know their full import. But those who really know all of the practicalities and complexities of any or all of those subjects that give rise to these mouth filling phrases, are apt to laugh up their sleeves after shooting a few deft questions that reveal the monumental ignorance of the speaker. In such a case, phrase-mongering and pat-phrase-gabbling become a most grotesque practice. It then is very apt to trip up the individual who so lightly and loosely opens his mouth and puts his foot in it.

IMAGINATION TICKLER

T. R. Earl, Manager of the Paramount Theatre in Idaho Falls, Idaho, writes to the editor with reference to a catch-line he saw in a local restaurant. He suggests an editorial on the subject. We think enough of his letter to reproduce it herewith, as the editorial:

"The writer has been very definitely impressed with a line appearing in a local restaurant, which might be made into the substance of a good editorial dissertation for PUBLIX OPINION.

"With the very insistent demand of our business, and particularly of good Publix Showmen, for creative thinking, and for the ability to anticipate the ever changing problem of tomorrow, we find much room for thought in the line: 'We Grow as Long as We're Green!'

"A number of Publix Executives have visited this restaurant during the opening weeks and on each occasion when the line was observed it was given more than passing consideration."

BIGGER DOLLARS

Changing economic conditions in the United States due to mass production and volume distribution has resulted in the merry American dollar of 1930 having considerably more buying power than it had in 1929 or 1928.

Mr. Katz points out the foregoing fact, which is the result of his study of all the wealth of various information that is available to him. To showmen, this is an important bit of knowledge. It means that more money is available for theatre-going. Business will doubtless improve because of this fact and without any extra effort on the part of business-hunting showmen. Estimates by noted statisticians and economists indicate that the buying power of the dollar is at least 20 per cent greater than it has been in the last two years. So you'll have to work harder to make an equitable showing on individual progress.

SOUND TIPS

From Publix Department of
Sound and Projection.
HARRY RUBIN, Director

SOUND BULLETIN No. 39 Dirty Socket Contacts

There are few places in your sound system where dirt can do more harm than on the spring contacts of your vacuum tube sockets.

Noise in reproduction is one of the commonest troubles caused by this condition. In the event of irregular, "crackling" noises, it is well to examine all the socket contact springs, and clean those that look dirty with the red eraser on the back of your pencil. In general it is a good idea to go over these contacts with an eraser about once in two weeks. Take care to clean the eraser grit off thoroughly before replacing the tube.

The 239-type tubes do not give this particular kind of trouble, due to the spiral spring construction of their socket contacts. All other type tubes, however, do, up to the largest.

In the case of the larger tubes, especially when used as rectifiers, a dirty contact may have developed such heat, because of its resistance, as to partially melt the solder tip of the tube prong. In this case, after the dirty contact has been cleaned, the tip of the prong should be filed down smooth with a fine file; but if this cannot be done, or if doing it will make that prong appreciably shorter than the others, the tube should be discarded.

The bottoms of the prongs of your tubes need exactly the same attention and treatment, as to dirt, as the spring contacts in your sockets.

Telephone and Fashion Window Tie-Up is Novel

A combination telephone window and living model dress exhibit was used in selling "The Virginian" by manager H. D. Grove of the Fort Theatre, Rock Island, Ill.

Two telephone girls were placed in an elaborately decorated window of a dress shop. From this window the girls called every resident of Rock Island and told them the picture name and play-date. Every half hour, the girls changed dresses, giving the store-owner an opportunity to display his wares. Large crowds in front of the window watched the girls and of course read the advertising matter for "The Virginian" which was in the window.

AT YOUR NEW YORK THEATRES

WEEK OF DEC. 20

THEATRE	PICTURE
Paramount	The Kibitzer
Rialto	The Virginian
Rivoli	The Taming of the Shrew
B'klyn Paramount	The Kibitzer
Criterion (\$2)	The Love Parade

FILE THIS! IT WILL HELP PLAN PROGRAMS

Watch Publix Opinion for this service in every issue! Watch the trade papers for it, too!

LENGTH OF FEATURES

Record No.	Subject	Make	Foot-age	Run's Time
	Sunny Side Up—13 reels (AT)	Fox	10,900	121 min.
	Show of Shows—15 reels (AT)	Warner	11,575	129 min.
	Hell's Heroes—8 reels (AT)	Universal	6,100	68 min.
	Navy Blues—9 reels (AT)	Metro	6,875	76 min.
	Vagabond Lover—8 reels (AT)	R-K-O	5,900	66 min.
	Dance Hall—7 reels (AT)	R-K-O	5,900	66 min.
	Condemned—10 reels (AT)	U. A.	7,748	86 min.
	(AT)—All Talking			

LENGTH OF TALKING SHORTS

Record No.	Subject	Make	Foot-age	Run's Time
	Kibitzer (Trailer)		225	3 min.
	Mountain Melodies		790	11 min.
	Wanderlust		980	11 min.
	Wee Bit O' Scotch		990	11 min.
	News No. 39		840	9 min.

Record No.	Subject	Make	Foot-age	Run's Time
3636	Stimulation		700	8 min.
3334	Always Faithful		965	11 min.
3414	Music Shop		820	9 min.
3280	Church Festival		895	10 min.

Record No.	Subject	Make	Foot-age	Run's Time
	Great Gobs		1,865	21 min.
	Skirt Shy		1,750	20 min.

Record No.	Subject	Make	Foot-age	Run's Time
	Madhouse		1,625	18 min.

Record No.	Subject	Make	Foot-age	Run's Time
	Screen Snapshots No. 8		960	11 min.

Record No.	Subject	Make	Foot-age	Run's Time
	Gypsy Love Call (Radiotone)		840	9 min.

Record No.	Subject	Make	Foot-age	Run's Time
	Voice of Hollywood		960	11 min.

Record No.	Subject	Make	Foot-age	Run's Time
	Land O' Lee		950	11 min.

Record No.	Subject	Make	Foot-age	Run's Time
	Chauson Russe Overture (Rubinoff Trailer)		500	6 min.

Record No.	Subject	Make	Foot-age	Run's Time
	News No. 37		785	9 min.

Record No.	Subject	Make	Foot-age	Run's Time
	Review No. 45		875	10 min.
	Review No. 46		790	9 min.

Prize Contest Helps With "The Virginian"

A prize contest on "The Virginian" enabled J. R. Mendenhall of the Publix Pinney Theatre, Boise, Idaho, to effect tie-ups with the English Department of the local high school and with the conservative newspaper of the town.

A book review contest was staged with the high school students participating and the head of the English department, the head of the history department, the state librarian, and the head of the largest bookstore in town acting as judges. The two winning reviews were published in the paper with theatre name and feature mentioned in the lead.

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